

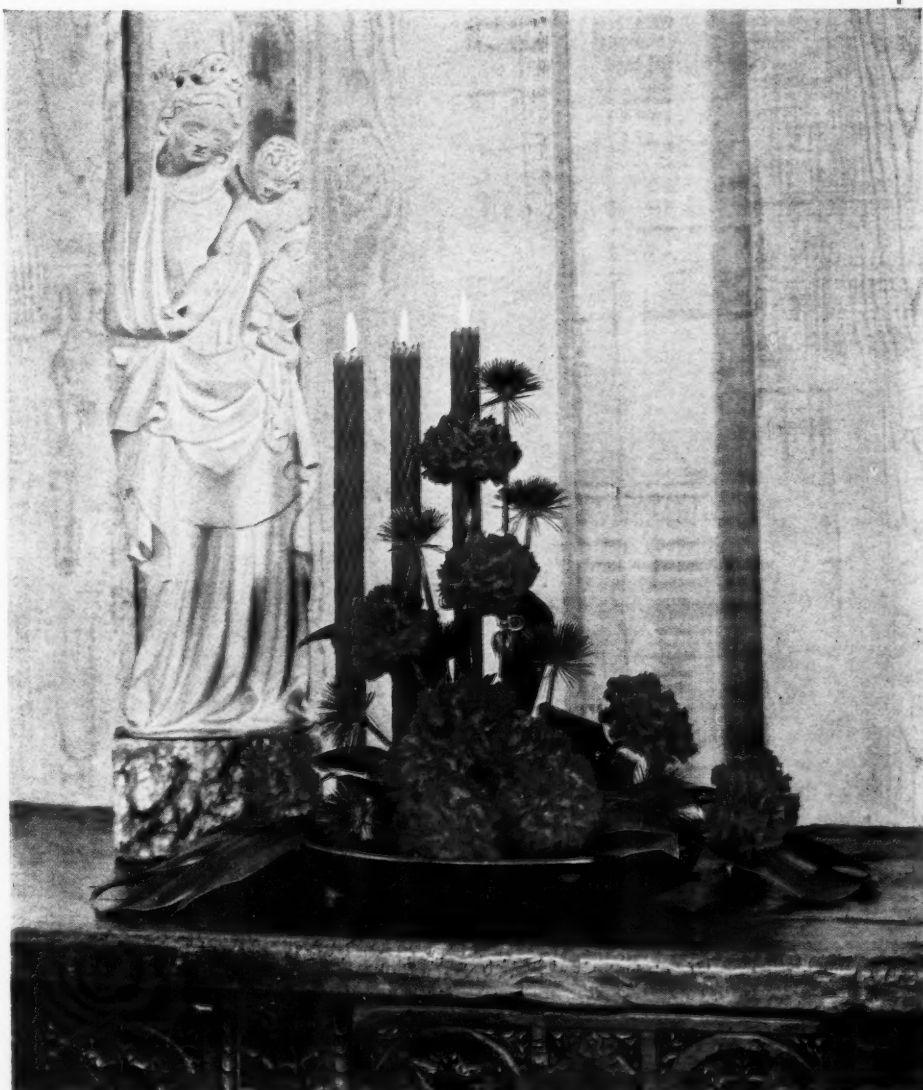
# CLUB

THE NATIONAL MAGAZINE  
FOR EXECUTIVES OF TOWN  
AND COUNTRY CLUBS

# Management

DECEMBER

1960



Merry Christmas



## All dressed up...ready to give...

so good to get...and so easy to give! It's already wrapped in gleaming foil and shining ribbon, wherever fine whisky is sold. And don't forget—Early Times is the true, traditional, old-style Kentucky Bourbon...slow-distilled for the true Kentucky flavor that's so easy to recognize—so hard to forget!

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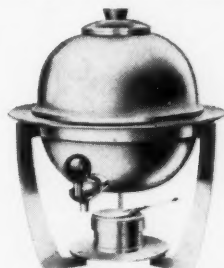
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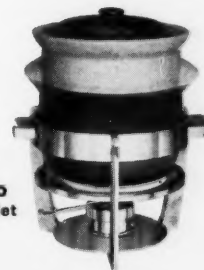
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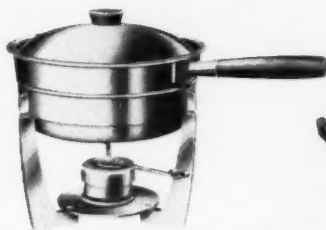
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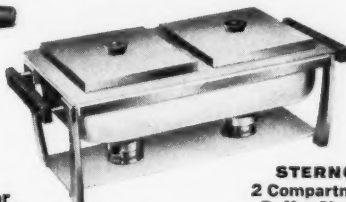
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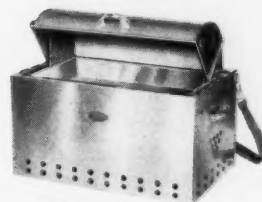
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## This Month's Cover

Gracing the cover this month are Colorado carnations, and the illustration is through the courtesy of the Colorado Flower Growers Association, Inc.

Especially appropriate for the holiday season, Colorado carnations come in more than 100 individual varieties and are grouped generally into 11 different shades including white.

Colorado's cut of 75 million flowers comes from an estimated seven and a half million plants and an effort is made to time the bloomings so that red carnations are available for Christmas.

Colorado growers sponsor and pay for a complete research program which provides for investigation into all fields of carnation growing and which has as its consistent aim the development of newer, finer and longer lasting varieties.

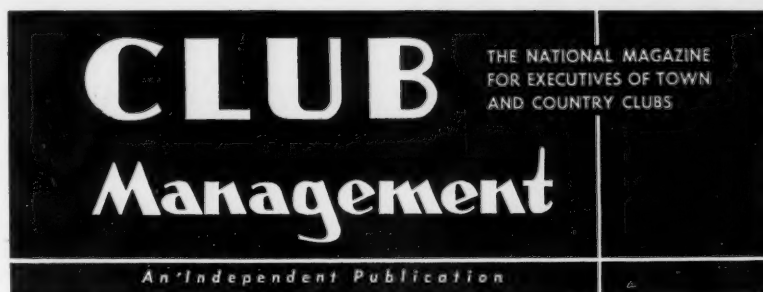
Colorado carnations are costly to raise. They are grown exclusively under glass in a perfectly maintained environment in which ventilation, insect control, watering and all factors affecting the growth are carefully controlled.

## Tax-Exempt Funds

According to the latest CMAA newsletter, exemption from the club dues tax now applies to amounts paid after November 1, 1959, for repayment of a bank loan or restoration of a club's reserve fund which is used to pay for capital improvements begun after January 1, 1959. The ruling, 60-315, is available to CMAA members from the national office.

## New Ice Machine For Chaparral Club

Jack H. Traxler, manager of the Chaparral Club, Dallas, Tex., and one of the club waiters admire the new Vogt Cube-Ice Machine recently purchased by the club. The machine, which has a 2000-pound capacity, was manufactured by the Henry Vogt Machine Co. of Louisville. The club just completed redecorating.



Title Registered

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## Club Loses Tax-Exempt Status in New IRS Ruling on "Outside Business"

**I**n a new revenue ruling, 60-324, the Internal Revenue Service has said that a club may lose its tax-exemption from Federal income tax if it makes its facilities available to the general public on a regular, recurring basis. The ruling, printed in the latest CMAA newsletter, follows:

**EXEMPT ORGANIZATIONS: SOCIAL CLUBS: EFFECT OF MAKING FACILITIES AVAILABLE TO GENERAL PUBLIC ON REGULAR BASIS.**—A social club which has been granted exemption from Federal income tax under section 501(c)(7) of the Internal Revenue Code of 1954 may lose its exemption if it makes its club facilities available to the general public on a regular, recurring basis since it may then no longer be considered to be organized and operated exclusively for its exempt purpose.

Advice has been requested as to the extent to which a social club, which has been granted exemption from Federal income tax under section 501(c)(7) of the Internal Revenue Code of 1954, may make its club facilities available to outside organizations and groups and still retain its exemption.

In the instant case, an organization was formed for the purpose of operating a social club on a nonprofit basis for the pleasure and recreation of its members and their guests. The club's bylaws provide for the admission of guests only when accompanied by members. Members are responsible for the conduct of their guests on club premises.

The club had been granted exemption from Federal income tax as a social and recreational club under section 101(9) of the Internal Revenue Code of 1939 (now section 501(c)(7) of the 1954 Code).

Among other facilities provided for the pleasure and convenience of its members and their guests, the club has a regular club dining room and bar; a private room suitable for cocktail parties, small or medium sized parties or luncheons, small wedding receptions or similar private parties; and a ballroom which, when not used for the club's dances, is available for private use by members for larger parties, such as wedding receptions, banquets, debutante dances, and the like.

A considerable number of functions are held at the club which involve the use of the private dining room and

the ballroom. Such functions include civic and business club meetings, employe parties by business firms, school and alumni banquets and parties, and similar non-club activities. In such cases, negotiations for the use of club facilities by an organization or group are made with the particular club member sponsoring the organization or group. The member's name is entered on the club records as the party responsible for the behavior of his guests and the protection of club property. He is billed for the expenses of the function and it is apparent that he, in turn, is reimbursed therefor by the particular organization or group which he sponsored. If a particular member is entertaining a business, professional, or civic group, the name or the organization or group is listed on the club's daily function sheet. That sheet serves as a guide to the day's activities and assists in directing persons to the proper rooms when arriving for private parties and functions.

A financial analysis submitted by the club showing its banquet sales over a seven-year period indicates that the income from sales on behalf of outside organizations and groups ranged from 12 to more than 17 per cent of total from all sources, including dues, in each of the years involved. In one of the years, gross profits from these outside activities amounted to 4100 dollars compared to 16,600 dollars of gross profit from all club operations, or 25 per cent of the total gross profit for the year. In that same year, the amount of net profit from these outside activities was 2500 dollars. The number of such outside functions tallied over 200 during the year.

The number of major functions for outside organizations and groups conducted on club facilities during each year of the seven-year period covered in the financial analysis is very substantial, in fact, exceeding 40 per cent of the total number of major functions conducted on club facilities in one of those years. Moreover, the availability of club facilities to outside organizations and groups under the ready sponsorship of club members serves to indicate that the club is catering to the general public and places it in competition with other business enterprises in the community for such business or activities.

The report of an independent survey conducted in recent years by the club's

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\*National Association of Building Owners and Managers.

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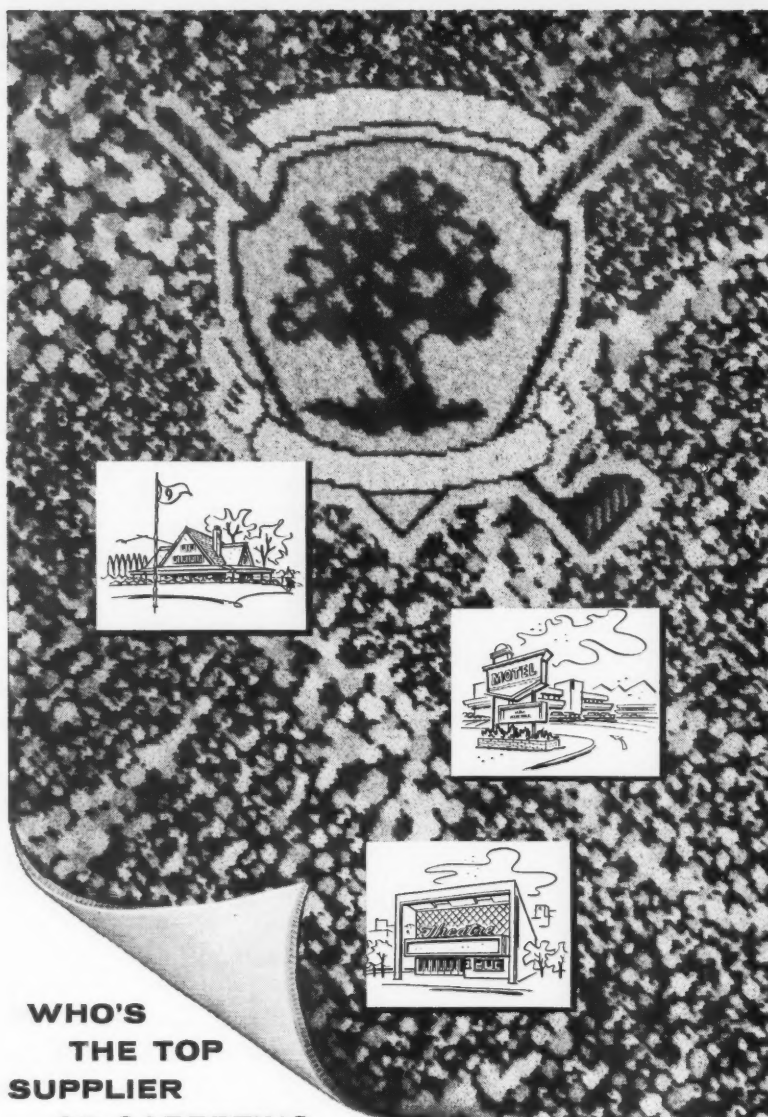
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accounting firm concluded that, in the opinion of that firm, if these functions for outside organizations and groups were to be discontinued, a substantial increase in the amount of annual dues from club members would be necessary. Consequently, the outside functions have not been discontinued, although the amount of dues was recently increased because of rising costs.

Section 501(c) of the Code describes certain organizations exempt from Federal income tax under section 501(a) and reads, in part as follows:

(7) Clubs organized and operated exclusively for pleasure, recreation, and other non-profitable purposes, no part of the net earnings of which inures to the benefit of any private shareholder.

Section 1.501(c)(7)-1 of the Income Tax Regulations, relating to the requirements for exemption of such clubs under section 501(a), reads, in part as follows:

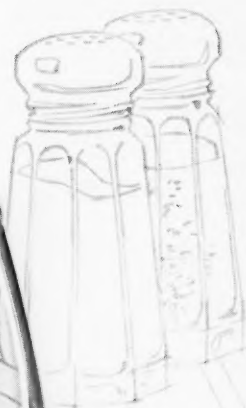
(a) The exemption provided by section 501(a) for organizations described in section 501(c)(7) applies only to clubs which are organized and operated exclusively for pleasure, recreation, and other non-profitable purposes, but does not apply to any club if any part of its net earnings inures to the benefit of any private shareholder. In general, this exemption extends to social and recreation clubs which are supported solely by membership fees, dues, and assessments. However, a club otherwise entitled to exemption will not be disqualified because it raises revenue from members through the use of club facilities or in connection with club activities.

(b) A club which engages in business, such as making its social and recreational facilities available to the general public or by selling real estate, timber, or other products, is not organized and operated exclusively for pleasure, recreation, and other non-profitable purposes, and is not exempt under section 501(a).

While these regulations indicate that a club may lose its exempt status if it makes its facilities available to the general public, this does not mean that any dealings with outsiders will automatically cause a club to lose its exemption. A club will not lose its exemption merely because it receives some income from the general public, that is, persons other than members and their bona fide guests, or because the general public may occasionally be permitted to participate in its affairs, provided such participation is incidental to and in furtherance of its general club purposes and the income therefrom does not inure to members. See the discussion in Revenue Ruling 58-589, C.B. 1958-2, 266, and the court decisions cited therein.

In the instant case, the club is making its facilities available for the use of outside organizations and groups through the member-sponsorship ar-

*(Continued on page 12)*



## "Our Glassware is Libbey..."

*says Mr. Win Schuler, Director of this famous establishment*

"We actually give away our Libbey glassware as a thank-you gesture," Mr. Schuler says. The four Schuler restaurants at Marshall, Jackson, St. Joseph and Grand Rapids, Michigan, are nationally known for quality food. Libbey Safedge glassware service is featured in all four of these famed restaurants.

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glassware so much that Win Schuler has developed the unique plan of actually giving it away. Guests merely fill in a card and on their birthdays or anniversaries Schuler's sends them a gift box of four Libbey glasses as an expression of thanks for their patronage.

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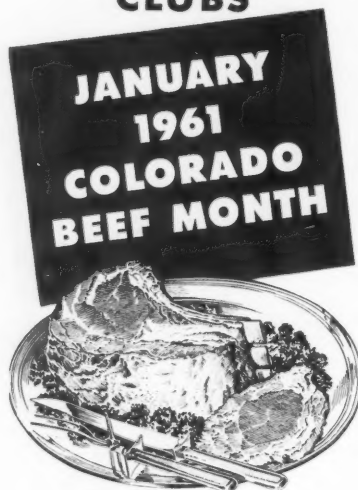
Specify Libbey for your next order. See your nearby Libbey Supply Dealer now, or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

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AN **®** PRODUCT

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HOTELS  
CLUBS**



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Colorado Beef Month will be promoted nationwide with full page ads in magazines like *New Yorker* and *Gourmet*. Publicity in newspapers, Radio and TV will reach hundreds of thousands telling them to dine on superior choice and prime Colorado Beef. Be ready to profit from this national promotion. Ask us to rush a kit of FREE promotional material at once.

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Please send me complete promotion plan for Colorado Beef Month, JANUARY 1961.

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## FOOD TOPICS



by Harry Fawcett

In your club, in practically all clubs, the main topic of conversation is food. Fortunately for our peace of mind, there never was a club where the members came up with a unanimous opinion from one of these debates.

I have learned to dread the day which starts with some member coming into my office with extravagant praise of a meal served because it seems that day will be marked with complaints from others.

Some years ago when I managed my first club, I brought to my work some knowledge of cooking and a great love for it. I was trained only in an amateur way by the indulgence of a New England mother who didn't seem to mind my culinary experiments. I don't want to say such experience is indispensable to a club manager, but as the European adage about pastry cooks goes—"You don't have to be crazy to be a pastry cook, but it helps"—so I believe the experience of an amateur cook and certainly the love of cooking helps him in his job as manager.

In the years since then, feeding people has been a real concern of mine. I have learned much in that time, and almost every day I think I've learned something else. I hope so, for the store of culinary knowledge seems inexhaustible. I stand in awe of those ladies—feature writers in the Sunday magazines—who, after a few short years of garnering recipes from various sources, are able to present and have themselves accepted as authorities.

Even the most unimportant member of your crew can, and frequently will, give you a new idea or a new slant on an old one . . . which makes me think of the slogan C. A. Patterson, formerly publisher of *CLUB MANAGEMENT*, used in his restaurant publication, "We grow as long as we are green."

Do you exchange recipes with your members? Here are some of ours designed for home use upon request of our members. As I said, these are for *Home Use*. You probably would do them differently in your club.

### Filet of Sole Marguery

Allow two filets of sole for each person and one (or two if small) extra

for the sauce. Cut the extra filet or filets into small pieces, add salt, an onion (cut-up), a carrot, bay leaf, clove, a little thyme and a few whole black peppers, cover with water and boil for 30 minutes. In another sauce pan, put three ounces of butter, when warm add two spoons of flour, stir until smooth, then strain into it the stock you have been cooking. Beat the yolks of two eggs and a half cup of cream and slowly add to the mixture on the back of the range (never while boiling). While you are preparing this sauce, put the other filets in a buttered dish, or pan, season with a little salt and cayenne pepper. Add, for each four filets, one-half glass of white wine and cover with a buttered piece of brown paper. Spread butter on and into the paper until it becomes transparent. Put in hot oven for six minutes. Remove the filets, throwing away the paper, of course, and put them on the buttered dish on which you expect to serve them. Place six cooked mussels (you can get these canned now in almost any of the chain grocery stores) and one cooked mushroom head on each filet. Add enough of the sauce to your filets dressed on your serving dish to cover them. Sprinkle the whole with grated bread crusts and put in a very hot oven just long enough to color a light golden brown.

### Improvisation of Our Recipe For Beef Stew

(So the member's wife can serve it at home)

Brown one pound of lean beef, cut in small cubes and floured, in beef drippings or in fat which you have fried out from the suet on your meat. While cooking, add one finely chopped clove of garlic and a glass of red wine (if you have it available.) When each cube is browned on all sides, add about two cups of beef stock, beef consomme or if you do not have either, just two cups of water. Cover and let simmer after adding salt and pepper.

Open a can of small bay onions and heat. Open a can of small new potatoes and heat. Cook two cups of pieces of young carrots until tender.

Add all vegetables and their cooking water to the meat. Let cook to-



Only 2 or 3 of the freshly  
formed leaves from the tip  
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We appreciate your agreement with our refusal to hurry any part of the making and Charcoal Mellowing of our whiskey. And we're pleased to report that the modest addition we made to our small distillery now lets us produce a bit more Jack Daniel's without affecting its sippin' smoothness.



THE  
TENNESSEE  
SIPPIN'  
WHISKEY

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gether three to five minutes. Remove from fire and add as much thickening as seems desirable. Here is a great spot to add a cup of cooked green peas if you happen to have them.

Serve this in old fashioned soup plates with a large soup spoon instead of knife and fork. While this is designed for one of those "en famille" meals, it's delicious enough for a party.

Quantities given will allow some second helpings for four.

**NOTE:** Prepared at Kansas City Club (and served in a soup plate with spoon, no forks) this is one of our most popular men's dishes. ■ ■

### **Tax Status**

(Continued from page 8)

rangement. Any member may invite other organizations and groups to use the club's facilities for their activities.

The club is permitting, if not actually inviting, the general public to use its facilities through its member-sponsoring arrangement for outside groups to a degree that will not permit the club to retain its exempt status.

An analysis of the club's transactions with outside organizations and groups demonstrates that such outside activities are of such magnitude and recurrence as to constitute engaging in business. Thus, the participation in the use of club facilities by the general public is not considered to be merely incidental or in furtherance of the general club purposes.

Accordingly, on the basis of the facts and circumstances, herein described, it is concluded that the instant club by making its social facilities available to the general public through its member-sponsorship arrangement can not be treated as being operated exclusively for pleasure, recreation or other nonprofitable purposes. Accordingly, it is held that the club no longer qualifies for exemption from Federal income tax under section 501(c)(7) of the Code. ■ ■

### **Booth at Hotel Show**

As for many years in the past, Park & Tilford Distillers Co., a division of Schenley Industries, Inc., maintained a booth at the National Hotel Show which was held in the New York Coliseum November 14-17.

Greeting club managers and others at the booth were Leon Brin, vice president in charge of special accounts for Schenley, and Samuel P. Haldenstein, national hotel and club manager for Park & Tilford.

Products featured in the booth included Special Selection Scotch and Scottish Majesty, Long John Scotch, O. F. C. Canadian, P & T Reserve, Private Stock and Kentucky Bred.



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We're happy to make you Famous as well as your members. Just jot down your name (as you'd like to see it in the headline), and title on your club letterhead and mail it to us. We'll rush this status seeker news item back to you—ready for the bulletin board. You don't even need a label. It would be nice, however, if you'd be well stocked with FAMOUS SAUCE in anticipation of your members' requests.

**BE A STATUS SEEKER**

**See Your Name  
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**(YOUR NAME HERE)**

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FAMOUS WIRE SERVICE, Upper Thuddley, England—Perhaps the world's most intrepid horseman today won the coveted Famous Cup by leading his steed to a new Thuddley Club Steeplechase record against impossible odds.

Through driving rain and galewinds that cut visibility to a scant 8 feet, 3 inches, he passed barrier upon barrier only to rein up in a churchyard and find he had chased the wrong steeple.

Following a chat with the Rector, he took a shortcut through the Druid monoliths and crossed the goal well ahead of his competitors, some of whom have yet to finish.

Upon his victory, he told Club members his stamina is a result of the formative years he spent as lead boy at a glue factory, and from a rigorous training diet of periwinkles spread with Famous Sauce.

**FOR A SPORTING FLAVOR** on meats, seafood, fowl and salads (not to mention sandwiches), men who like to eat well prefer the unique flavor of Famous Sauce. It has a wonderful flavor all its own. At the club, or on your own table, experience how fine foods taste even finer with Famous Sauce.



A FREE REPRODUCTION of the news item above with your name printed in the headline is yours for a Famous Sauce label. Send the label and your name as you want it in the headline to...

**DURKEE'S FAMOUS SAUCE**

900 Union Commerce Building  
Cleveland 14, Ohio



# How A Cycle Menu Improves Our Food Operation

### ... Constant Review Keeps It From Going Stagnant

*By Charles F. Hathaway  
Assistant General Manager  
Los Angeles Athletic  
and Allied Clubs*

Probably everyone knows what a cycle menu is: Essentially, it is any menu which is repeated one or more times during a given period. The interval between repetition can be varied to suit your needs and the given period also can be flexible.

The concept of a cycle menu certainly is not new. Clubs, hotels, restaurants and institutions have used it for years. About six months ago we decided the idea looked interesting for our food service at the Los Angeles Athletic Club so we began to experiment with it.

Step one was to divide the year into three-month intervals to coincide with the seasons. We repeat or cycle our menus through these periods.

Secondly, we decided to use a 21-day interval before repeating. In other words, we set up 21 menus for the spring cycle, beginning April 1. At the end of 21 days, we start with menu #1 again. This procedure continues until the end of our spring cycle in June.

A new set of menus was developed for each cycle with a few favorites carried over from one cycle to another. We always have kept a record of best-selling items. This, of course, enables us to reuse these more often and eliminate the poorer sellers.

By way of illustration, the following is one of our luncheon menus:

Choice of:

Fresh Fruit Supreme Gauva or  
Tomato Juice Seafood Cocktail  
French Onion Soup, aux Croutons

[illegible]

The Los Angeles Athletic Club keeps a cost and portion analysis and sales record, as shown above, for each one of its cycle menus. Dinner, luncheon and a la carte records are kept separately.

## ENTREES

- |   |   |      |
|---|---|------|
| A | *FILET of RED SNAPPER SAUTE,<br>Lemon Butter .....            | 1.85 |
| B | *OMELETTE, Farmer Style (Bacon,<br>Ham, Potatoes, Peas) ..... | 1.75 |
| C | *BRAISED SHORTRIBS OF BEEF,<br>Jardiniere .....               | 1.85 |
| D | *BAKED SUGAR CURED HAM,<br>Sweet Potatoes, Crab Apple .....   | 1.85 |
| E | *SAUERBRATEN, Potato Pancake,<br>Red Cabbage .....            | 1.95 |
| F | *GRILLED CALF'S LIVER, Bacon,<br>Parsley Potatoes .....       | 1.85 |
| G | *HOT TURKEY SANDWICH with<br>Candied Yams .....               | 1.75 |

## BEVERAGES

- Coffee, Tea, Buttermilk Bottled Milk  
MICHELOB DRAUGHT BEER 30c  
per glass
- Boysenberry Dish Pie 30  
Compot of Apricots 30  
Apple Pie 25, Hot or Cold with  
Brandy Sauce or Cheese 35  
Vanilla, Strawberry, Chocolate or  
Pistachio Nut Ice Cream 30  
Orange, Lime, Lemon or Raspberry  
Sherbet 25

- Hot Fudge Sundae 35  
 Apple Tapioca Pudding,  
 Vanilla Sauce 30  
 Cocoanut Cream Pie 30  
 Napoleon Slice 30  
 Chocolate Eclair 30  
 Baked Roman Beauty Apple 35
- BREAST OF CHICKEN, Hawaiian,**  
 Grilled Pineapple, Steamed Rice,  
 Cumberland Sauce 2.25
- Chilled Guava Juice
- BROILED LAMB CHOP,**  
 Fresh Spinach Pineapple Sherbet  
 Coffee, Tea or Milk  
 2.25

\*Ready to Serve

With each menu we keep a cost and portion analysis as well as a sales record for use by the food control department. The dinner menu and a la carte records are handled separately.

A committee consisting of the manager, chef, food buyer and myself holds menu-planning sessions. During the session we project last year's menu.

(Continued on page 51)



By Raymond J. Herbert  
General Manager, Commissioned Officers Club  
Brooklyn, N. Y.

## Wheel-In Service ..... A la Carts



A year ago an upset at the club was the final "straw" that compelled me to put all our service on wheels, something I had been thinking about for some time.

We were serving an important dinner at which many prominent persons were present, including some senators and an assistant secretary of the navy. During the serving of the main course, one of the waiters who was bringing in a tray of nine covers slipped and dropped them. It not only made a disturbing crash causing general distraction for everyone, but the nine covers were lost, the mess had to be cleaned up and nine people waited a little longer for their main course. With this I decided to eliminate the too frequent occurrence of spilled trays and covers.

I started in the banquet department. We bought three hot carts that hold 64 covers each. The club's kitchen is

on the same level as the dining and banquet rooms so this arrangement works nicely. With the carts it made it possible to serve an average banquet of 250 covers in from 40-45 minutes.

There is one "bug" in hot cart service. If the covers are left in the cart a few minutes too long, everything will be overcooked, particularly beef. We now have eliminated the condition by proper timing.

Members are served simultaneously by the use of hot carts and we can guarantee that the dinner will be hot.

It was necessary to rearrange the main dining room to make an aisle down the middle of the room. I lost some seating space doing this, but with the use of the room service carts I expedited the service and eliminated trays and tray stands. Service is quieter and faster.

My busboys serve all dishes by cart, pastry is brought in on a special wagon and the sommelier has a cart with various wines available.

This rolled-in service has other advantages. Waiters are not as tired at the end of the day because the carts take the load off their backs. There is not the loss of broken covers. It builds the image of luxury service at your club. And just for efficiency in general the service is by far better.

If you have the problems of food getting cold before it reaches your members and of trays being dropped, it may prove as happy a solution for you as it was for me to put the service on wheels.



Above: The sommelier of the Commissioned Officers Club in Brooklyn has a special wine cart so that the beverage is poured right at the member's table. This is the kind of luxury service that appeals to members and also prevents the losses through breakage that sometimes occur when bottles and glasses must be carried on trays. At left: The "hot carts" used in the dining room and banquet service at the club each hold 64 covers.



## 20% of Our Bar Business Comes From "Off Premise" Package Liquor Sales

By Jerzy Zawisza, Manager  
University and Whist Club  
Wilmington, Delaware

In checking the club's sales, I've discovered that about 20 per cent of the beverage business at our club comes from an "off premise" package liquor operation we have.

An operation such as this has good potential at a club like ours because our membership shows quite a bit of interest in any beverage promotion. In the past five years the club's restaurant and bar business has almost doubled.

In order to carry on this operation, of course, we have the "off premise" liquor license mandatory in our state. Under the present arrangement our members can add individual orders in full case lots to club purchases and thus obtain wine at a lower price.

We have had a wine list of fine domestic wines for some time at the club. Not long ago I decided to add to our list of domestic wines some imported wines to round out the selection. As soon as I had decided on the final wine listing, I printed a new list and sent it out to the membership with a copy of the club newsletter announcing our new selection.

As an introduction to the list, we had a short article on wines of France printed to give members some basic information on the kinds of import wines we had added.

The article follows:

### WINES OF FRANCE

French red wines are produced in three regions of France: Burgundy, Bordeaux and the Rhone Valley.

The wines of Burgundy are produced in Eastern France—near the Swiss border, on a narrow strip of land between Dijon and Beaune, called Cote d'Or. They are the real wines, have a good body and an excellent

flavor; are wonderful with game, steak and roast fowl. They are the favorite at our club.

The Bordeaux wines are produced around the ancient city of Bordeaux. They are tart, sophisticated, usually with great delicacy of flavor. Excellent with all kind of meat dishes and cheese.

Rhone Valley wines come from the vicinity of Avignon. The best known is Chateaufort du Pape. They are

full bodied with heavy flavor, very fine with red meats.

French white wines are produced in the following regions of France: Burgundy, Bordeaux, Loire Valley, Anjou and Champagne.

From Burgundy come the truly dry white wines of France. The driest is Chablis, perfect with oysters. Pouilly-Fuisse has an attractive bouquet, excellent with fowl. Montrachet is the finest of all dry, white wines. Order your bottle of Montrachet with rich fish dishes, lobster, crabmeat, or Cornish game hen.

In Bordeaux region are produced very popular and useful white wines—Graves, semi-dry, excellent with all seafood and chicken dishes, Barsac, on the sweeter side, and Sauterne, rich and with delicious bouquet. The best known Sauterne is the famous Chateau Yquem, a sweet, dessert wine.

From the banks of the river Loire comes the charming Vouvray, especially appreciated when sparkling. It can be an excellent substitute for Champagne.

The Anjou wines are the most famous rose wines, produced around Saumur. They are very pleasant—not too dry—very refreshing. Nectarose is a well-known example. Rose wine is especially good with seafood and all white meats.

Champagne is the best known wine in the world. It's produced in the area around Rheims and takes great skill and much time to make. It deserves (Continued on page 52)

### VINTAGE CHART

0 = no good 7 = the best

	Port	Red Bordeaux	Red Burgundy	Rhone	Rhone & Mouille	White Bordeaux	White Burgundy	Champagne
1937	4	5	5	6	6	7	7	5
1938	5	4	3	5	4	3	4	4
1939	3	2	2	3	3	2	2	2
1940	5	3	2	2	3	3	1	3
1941	4	1	1	3	2	0	1	4
1942	6	3	3	5	5	4	4	5
1943	5	5	5	6	5	6	6	5
1944	4	4	2	3	3	4	2	3
1945	6	6	7	6	6	7	6	6
1946	5	3	4	4	4	3	5	3
1947	7	7	7	7	6	7	7	7
1948	7	6	5	4	5	4	5	4
1949	4	7	7	6	7	5	6	6
1950	5	6	4	6	5	4	6	3
1951	3	3	3	4	2	3	3	2
1952	4	6	7	7	6	6	6	7
1953	5	7	6	6	7	7	7	6
1954	6	4	4	5	3	3	4	3
1955	7	6	6	7	5	6	6	7
1956	—	2	3	5	2	4	3	4
1957	4	4	5	4	5	3	5	2
1958	—	5	3	5	6	5	4	3
*1959	7	7	7	7	7	7	7	7

\* provisional estimates



On to Denver Conference

## Li'l Mac in Kansas City

Mid-America Chapter turned out en masse to greet Li'l Mac and Red who entered Kansas City via U. S. Route 40. The Kansas Cities of Kansas and Missouri are difficult to distinguish because one merges into the other so successfully that even the Missouri River fails to prove an effective boundary. Together the two form a great manufacturing and distributing metropolis. Li'l Mac and Red were mighty impressed as they strode down Linwood Boulevard. They're on their way to the Denver conference, January 25-29, 1961.

Our twosome arrived at the Kansas City Club in ample time for lunch. With the fabulous food background of General Manager Harry Fawcett even Red had a special 12 course menu for the Epicurian Luncheon. Leave it to Harry to dream up a dozen different ways to serve hay.

Our good friend Bill Dover hosted the evening affair at his Rockhill Club. With the Denver conference so close at hand, the evening affair seemed appropriate for some of the national officers to check up on the conference progress. Bob Thompson of the Carriage Club hauled Red to the airport to meet President Ken Meisnest, Vice-President John Brennan, and Executive Secretary Ed Lyon. Believe it or not they all three rode back to the Rock-

*By Laurice T. Hall  
General Manager  
Pinehurst Country Club  
Denver, Colorado*

hill Club astride Red. President Ken Meisnest expressed his optimism regarding the Denver conference. The enthusiasm engendered by Li'l Mac and Red in their travels to many of the chapters is most gratifying to the national board. The value of CMAA's annual conferences has had an ever increasing effect on individual managers and has subsequently benefited our clubs. The educational value according to Mr. Meisnest is unexcelled and attendance at the national conferences has steadily increased year after year. Ken expressed his belief to Li'l Mac that the Denver conference will be the largest attendance ever.

President of the Mid-America Chapter, Barry Haug, introduced Li'l Mac who gave a report on the conference and the attendance to date. Barry then read the monthly letter from Horace Duncan, general chairman of the 1961 conference:

Dear Li'l Mac:

With only a little less than two months until conference time, we find ourselves busily engaged in final

preparations for the conference. Committees are working hard on both the educational and social aspects.

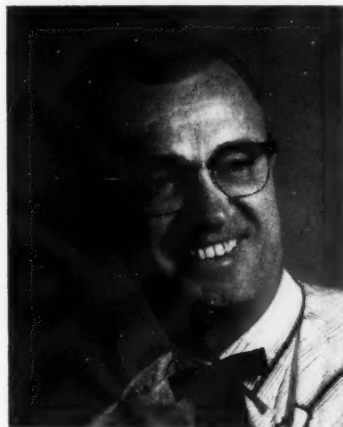
We know you're having an enjoyable stopover with the Mid-America Chapter and please tell President Barry Haug we will look for his entire chapter at the conference. They have always been well represented.

Journey's end is in sight for both you and Red with only 936 miles to go on your 2,105 mile safari. May we caution you, in closing, about that exhilarating group of distinguished gentlemen and wives from points East. We refer to Jerry Marlatt's and Al Deichler's "Wagon Train". It is most difficult to predict at this time just what antics might evolve from this band of travelers. They should be passing you a few days before your arrival in Denver. We will keep you posted on their progress. From all indications this should be a well patronized mode of transportation to the conference and we congratulate the chapters for the fine coordination of this special "Wagon Train". We greet them, with bells on.

Sincerely,

Horace Duncan  
General Chairman  
1961 Conference  
Denver Hilton Hotel  
January 25 to 29

# Wagon Train Rolls to Denver Conference



*By Everett L. Woxberg  
Wagon Train Hospitality Chairman  
Greater Chicago Chapter*

we will go to the Museum of Science and Industry, one of the most famed museums in the country. We will also get to see a real, operating coal mine, and go through the only captured enemy submarine of World War II.

Luncheon will be at the South Shore Country Club, one of Chicago's famed and oldest clubs and managed by Arthur G. Carlson. George Craig and the Hiram Walker Co. will host us for pre-luncheon cocktails and luncheon will follow. Many of our purveyors in the Chicago area have asked to be a part of this affair and the Continental Coffee Company and New City Packing Company have already been added to the list of purveyors who want to participate in the entertainment.

Following luncheon we will travel by bus through the University of Chicago, home of the atom bomb, and see the redevelopment of Chicago's South Side slum areas. Then we will travel through the financial district of La Salle Street, pass the Merchandise Mart, and return to the Executive House Hotel.

We will pick up all attendees at 4 p.m. at the hotel and then head for the Union Station for our train departure. We will be greeted by a real Colorado Combo, flown in by the Mile High Chapter, and on the train we will be treated to hors d'oeuvres and cocktails through the courtesy of Booth Fisheries Corp. and Fleischmann Distilling Corp.

Dinner on the train will follow, then cards and conversation until the car is closed. Six a.m. finds us tumbling out of bed for the Colorado trout breakfast to be served to all, with Rocky Mountain Trout flown in by the Mile High Chapter. All in all, it will be a ball, so plan now to go via Wagon Train from Chicago, to this year's conference.

Through cooperation of the Burlington Railroad, it will be very easy to make arrangements for this year's trip. No need to call or write us in Chicago

concerning your travel arrangements. Just contact the person in your area who is handling the Wagon Master duties and he can give your name to the railroad and you will be contacted. Should you not be, then call the Burlington travel representative in your city, and tell him you want to go via Wagon Train from Chicago. The Pennsylvania, B&O, and New York Central are also cooperating in this trip.

Rates and charges are always of interest to those planning on attending. The cost of arrangements out of Chicago, and we only quote you on "one-way" as some may have other plans following the conference, or some may not desire to return by rail.

The complete costs from Chicago to Denver on the Wagon Train are:

One person in Roomette .....\$ 75.96  
Two persons in Bedroom ..... 119.95

These costs include: One-way first-class rail and Pullman accommodations, dinner, and breakfast as indicated, Red Cap baggage handling at Chicago and Denver, bus transfer from Denver depot to hotel and gratuities to Dining Car and Red Cap personnel.

When compared with "Jet-travel" on the major airlines you will find that your entire Chicago activities and the train activities can be paid for by the savings you have with rail travel. Also, your side trip is entirely free if you plan to go to Colorado Springs on Sunday following the conference for, through the ticketing plan of the Burlington, this does not cost a cent extra.

As you have heard before, we can get our own private train if we secure 150 first class fares or the equivalent; if not, we will have private facilities on the rear of the regular train, so either way we can have fun, food and frivolity from Chicago on, if we travel by Wagon Train, all the way.

Other Wagon Train trips can originate in New York City, Philadelphia, Washington, Pittsburgh, Cincinnati, Detroit, Cleveland, and Minneapolis. All can be co-ordinated with the Chicago group. Those in Des Moines, Lincoln, and Omaha are also cordially invited to inquire about joining the Wagon Train in your area. ■ ■

**F**inal plans have been released by G. V. "Jerry" Marlatt and Alex Zagone, co-chairmen of the "Wagon Train" from Chicago to Denver in connection with the 34th annual conference of the CMAA.

From the time all of the incoming train travelers are met at the stations, until we depart at 5 p.m., January 24, on the Burlington's Denver Zephyr, your time in Chicago will be well planned for your enjoyment and entertainment.

After meeting all of the travelers as they depart from their trains, the Greater Chicago Chapter will then get everyone to the Executive House Hotel for a breakfast, "man-sized", in the Illinois Room, sponsored by Armour-Pfaelzer Bros. They will have been supplied "eye-openers" by Seagram-Distillers Co. before the breakfast and this will continue in the Penthouse during the entire day for all who arrive for the Wagon Train assembly.

Registration will be handled before and after the breakfast by the Chicago Chapter members and a \$6.25 per person charge will be made for the incidental charges not handled by the Chicago purveyor sponsors.

Following breakfast and registration, the group will be put onto busses and taken for a motor tour down Michigan Avenue, out to Lake Shore Drive and here you will see the Adler Planetarium, Museum of Natural History, Soldiers Field, and Chicago's new Exposition Hall. Continuing down the drive



# Travelcade Planned to Denver From Northeastern States

By Albert M. Deichler, Jr.

**T**hose from the NORTHEAST who are planning to attend the Denver Conference and are considering the advantages of making the trip via the Club Managers Wagon Train from Chicago: Hurry, Hurry!

You and your spouse are surely welcome to take part in Chicago's Big Day on Monday, January 23rd, and the Greater Chicago Chapter is eager to have you on the Wagon Train which pulls out for Denver at 5 p.m., after the exciting, memorable day. Here's how you can be sure to be aboard the wondrous journey so well planned by Jerry Marlatt and the other hard working fellows in Chicago:

(1) Join the "Al Deichler Travelcade" which leaves New York's Grand Central Station in New York on Friday, January 20, at 11:15 p.m. We will as-

semble that evening at the Pinnacle Club, just across the street from the station, for dinner and fun, with Eric Scott as our genial host. (New England travellers leave Boston at 9:00 p.m. and join the train in Albany, or come to New York City and join us at the Pinnacle Club.)

A day of sightseeing and visiting is planned for Saturday, January 21, in Niagara Falls and Buffalo, and it is hoped that many from Northern New York State and Canada will join us there for the overnight trip to Detroit, where we plan an interesting visit on Sunday, January 22. We expect our friends from the Motor City and environs to hop on the train with us late Sunday night reaching Chicago early Monday in good time for the "big doings" there. Then the mass

movement on Denver, 150 strong!

If you return east via United's jet DC8 on the following Sunday, you'll just be away from your club one week, but if you have more time, you can save on round-trip train fare and be able to visit Colorado Springs with no additional charge.

Contact Al Deichler at 23 South William Street, New York 4, AT ONCE, if you are interested.

(2) You can leave New York City on Sunday, January 22 on Pennsylvania Railroad's Broadway Limited at 6:00 p.m., join the Philadelphia group there and get to Chicago at 9:00 a.m. Monday, in good time for the Chicago Chapter's great party and the Wagon Train to Denver. Harry Hayes, Plymouth Country Club, Norristown, Pa., is in charge.

(3) Fly, if you must, to Chicago early Monday morning. You'll be in time to join us for a second breakfast in the Illinois Room of the Executive House Hotel and be on hand for the day's festivities and the Wagon Train to Denver.

(4) Come to Chicago by bus, by car—run, walk, crawl, but don't miss the fabulous day in Chicago and the mass "march on Denver" via the Wagon Train. ■ ■

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# Chicago Chapter Welcomes Visit From Li'l Mac and Red

By G. V. "Jerry" Marlatt  
Flossmoor Country Club  
Flossmoor, Illinois

For two little characters who aren't even supposed to be real, Li'l Mac and Red, the burro, looked mighty authentic October 10 when the Greater Chicago Chapter held a testimonial dinner for them.

While the readers of CLUB MANAGEMENT know the pair is just the figment of "Bud" Hall's imagination, Mayor Daley of Chicago, Governor Stratton of Illinois and the Chicago *Tribune* feel differently. Even Bill Veeck, president of the Chicago White Sox must think they are "for real" for he sent tickets for the World Series to them. (Editor's note: They and Mr. Veeck must have been mighty lonely sitting in Comiskey Park during the Series).

Both the mayor and the governor sent congratulatory telegrams and the *Tribune* sent photographers and reporters. Li'l Mac and Red were even mentioned on one tv commentator's program.

The Greater Chicago Chapter had over 100 members and purveyor guests on hand for the dinner at Johnnie Jones' River Forest Country Club and from the time Li'l Mac and Red arrived in the Volkswagen until the time they departed, everyone in attendance would have sworn they were real.

President Tony Wayne was on hand to greet the twosomes and Everett Woxberg had a 20-foot banner which read: "Chicago Welcomes Li'l Mac and Red," and it even had a map of their travels painted on it.

Over 60 persons played golf on one of the finest afternoons of Chicago's

wonderful fall season, and not one complaint was received concerning golf scores. A dinner for which Johnnie Jones has now become famous in the Chicago area—barbecued ribs and fried chicken—was further enhanced by the addition of the traditional Corned Beef and Cabbage. Li'l Mac had three ribs, two pieces of chicken and two slices of corned beef. This was topped by hot apple pie and Mac said they sure have "some vittles" in this area.

Cocktails and hors d'oeuvres preceded dinner and Everett Woxberg devised a "burro" cocktail of Rice and Limes which had Red licking his lips for more. However, he "got to feeling his oats" shortly before dinner and was taken out of the grill to be tied up outside.

Music and entertainment was provided before and during dinner and "Horsie Keep Your Tail Up," and "Donkey Serenade" were heard several times. Herb Graffis was on hand and provided his usual excellent commentary of the days happenings and related some thoughts concerning club managers in general.

Following dinner, prizes were awarded to practically the entire assemblage and then Jerry Marlatt read some incidents concerning Li'l Mac and Red which Red related as happening enroute but which did not appear in CLUB MANAGEMENT. One in particular concerned a Zebra they had gotten him a date with in Detroit.

While many think Li'l Mac and Red are fictional, we in Chicago know they are real, because we saw them at the annual fall stag of the Greater Chicago Chapter. ■ ■

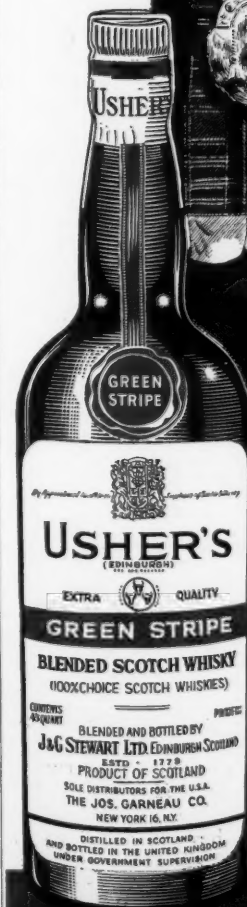
Everett Woxberg, Wagon Train hospitality chairman, adjusts the flowers, Chicago Chapter President Tony Wayne presents a "mule cocktail" and Jerry Marlatt, Flossmoor Country Club and John Jones, River Forest Country Club, welcome Lawrence Edwards of Flossmoor, who portrayed Li'l Mac, and Red at the Chicago party October 10.



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# Operating Costs of Clubs Up

The impact of inflation and its resultant decrease in the purchasing power of the dollar have been major contributing factors in increasing the costs of operating a city club by 26 percent and a country club by 37 percent during the past seven years. Naturally, the cost of belonging to a club also has been on the rise.

The city club member has found that his annual dues have advanced by about 34 percent since 1952-53, and he is spending about 22 percent more for his food, drink, occasional lodging and other incidentals at the club. The country club member's expenditures have increased by about 38 percent for his dues and 37 percent for his various purchases.

The greatest increase in expenses has been for payroll and related costs, up by 33 percent in city clubs and 44.5 percent in country clubs. All other operating costs have advanced by 20 percent in city clubs and 32 percent in country clubs.

These conclusions were developed by a recent national survey of the operating results of 50 representative city clubs and 50 country clubs. The survey, entitled "Clubs in Town and Country—1959-60," was conducted by the accounting firm of Harris, Kerr, Forster & Company and includes data from clubs with fiscal years ending in 1959 and through May 31, 1960.

Based on the sampling of the 50 city clubs, the accounting firm computed the average operating revenue per member at \$376 during 1959-60. Of this, \$189 was for food, \$91 for beverages, \$43 for room rental and \$53 for incidentals. Annual dues in city clubs averaged \$192 for regular members and \$71 for all other classes.

Total revenue and dues for the city club group totalled \$50.5 million during the year just ended, and this total exceeded last year by 2.7 percent. Operating costs and expenses of \$48 million were 3 percent higher and the balance of \$2.5 million available for interest, depreciation and amortization, was down by 2.3 percent from 1958-59. Of each dollar of total revenue, including dues income, 95 cents was required to absorb the current year's operating costs and expenses.

The operating revenue per country club member averaged \$578 during 1959-60 with \$270 representing food purchases, \$166 beverages, \$57 sports activities and \$85 all other purchases. Annual dues averaged \$339 per regular member and \$158 for all other classification in the golf clubs.

Total revenue and dues of \$25.75

million for the country club group exceeded last year's total by 4.5 percent. Operating costs and expenses increased by 4.2 percent and reached about \$25 million. The balance available for interest, depreciation and amortization equalled \$760,000 in 1959-60 and out of each dollar of total revenue and \$665,000 in 1958-59. Ninety-seven cents out of each dollar of total revenue and

dues income had to be set aside during the current year to meet payroll and other operating costs and expenses.

Country clubs have one big factor of expense not encountered by city clubs. That is the maintenance of golf courses. The 1959-60 cost is placed at \$2,823 per hole, up \$94 over that for the preceding year. During the past nine years there has been a steady increase in golf course maintenance costs, and the 1959-60 average of \$2,823 per hole exceeded the 1951-52 cost of \$1,878 by 50 percent. ■ ■

## Payroll Statistics and Golf Costs

	Year Figures	All Country Clubs	Geographical Divisions				Size Classifications (Membership)			
			East	South	Mid- West	Far West	Under 350	351 To 350	351 To 750	Over 750
<b>1959-60 Cash Payroll Ratios</b>										
<b>Based on Respective Departmental Sales:</b>										
Food and Beverages	%	31.9%	34.0%	25.9%	31.6%	35.9%	32.9%	32.2%	32.5%	31.0%
Rooms		28.4	27.2	—	22.1	30.4	41.3	25.8	30.3	28.2
All Other Income-Producing Departments — Except Sports		25.7	24.1	28.3	27.1	—	17.1	29.2	—	27.1
<b>Based on Total Sales and Income (Excluding Dues):</b>										
Sports Activities	%	16.1%	15.6%	9.5%	19.7%	20.0%	24.7%	18.5%	17.9%	10.8%
All Clubhouse Income-Producing Departments		27.3	27.4	21.9	27.8	29.7	27.6	26.7	27.6	27.5
Clubrooms		4.8	4.8	4.1	4.9	5.5	5.3	4.6	6.0	4.2
Administrative and General		8.1	7.1	6.8	9.8	9.5	11.6	8.4	8.0	6.7
Heat, Light and Power		.3	.6	—	.1	.2	.1	.1	.1	.5
Repairs and Maintenance		1.8	1.7	.7	2.9	1.6	1.7	2.2	1.7	1.6
Total Club Cash Payrolls	%	58.4%	57.2%	46.0%	65.2%	66.5%	71.0%	60.5%	61.3%	51.3%
Employers' Meals		3.9	3.6	2.9	5.4	3.5	4.9	4.2	4.1	3.3
Payroll Taxes and Other Employee Benefits		4.1	4.8	2.5	3.6	5.2	4.7	4.8	4.1	3.5
Total Club Payroll and Related Costs	%	66.4%	65.6%	51.4%	74.2%	75.2%	80.6%	69.5%	69.5%	58.1%
<b>Variations—1959-60 Based on 1958-59:</b>										
<b>Salaries and Wages:</b>										
Food and Beverages	%	+ 3.5%	+ 4.3%	+ .8%	+ 5.1%	+ 2.0%	+ 2.4%	+ 6.5%	+ 3.9%	+ 1.7%
All Sports Activities		+ 4.0	+ 6.0	+ 3.7	+ 3.3	+ 1.4	+ 3.3	+ 7.9	+ .7	+ 3.3
All Other		+ 4.5	+ 4.4	+ 3.6	+ 5.3	+ 4.0	+ 4.9	+ 4.7	+ 7.2	+ 3.2
Total Payroll	%	+ 3.9%	+ 4.8%	+ 2.3%	+ 4.6%	+ 2.4%	+ 3.4%	+ 6.4%	+ 3.8%	+ 2.6%
Employers' Meals		+ 1.3	+ 1.4	+ 2.7	+ 1.0	0.0	+ 4.9	+ .8	— .5	+ .9
Payroll Taxes and Other Employee Benefits		+12.6	+16.1	+ 5.2	+11.3	+11.2	+14.1	+12.8	+11.1	+12.6
Total Club Payroll and Related Costs	%	+ 4.3%	+ 5.4%	+ 2.5%	+ 4.7%	+ 2.8%	+ 4.0%	+ 6.4%	+ 3.9%	+ 3.1%

	Year Figures	Over-All Average	Geographical Divisions			
			East	South	Mid-West	Far West
Average Cost Per Hole						
1959-60:						
Salaries and Wages	\$	\$1,961	\$1,846	\$1,787	\$1,850	\$2,584
Course Supplies and Contracts		429	439	481	472	281
Repairs to Equipment, Course Buildings, Etc.		255	231	261	206	405
All Other Expenses		178	134	215	93	422
Total Golf Course Maintenance	\$	\$2,823	\$2,650	\$2,744	\$2,621	\$3,692
Add Golf Shop, Caddy and Committee Expenses		319	252	232	446	289
Total Golf Expenses	\$	\$3,142	\$2,902	\$2,976	\$3,067	\$3,981
Less Golf Fees and Admissions		769	799	765	595	1,053
Net Golf Expense	\$	\$2,373	\$2,103	\$2,211	\$2,472	\$2,928
Percentage Variations— 1959-60 Based on 1958-59:						
Salaries and Wages	%	+ 2.6%	+ 3.1%	+ 2.4%	+ .6%	+ 4.5%
Course Supplies and Contracts		+ 5.1	+ 9.5	+ 5.5	+ 1.7	+ 2.9
Repairs to Equipment, Course Buildings, Etc.		+ 6.3	+ 6.9	+ 6.1	+ 4.0	+ 7.7
All Other Expenses		+ 5.3	+ 7.2	+ 5.4	+ 6.9	+ 3.9
Total Golf Course Maintenance	%	+ 3.4%	+ 4.6%	+ 3.5%	+ 1.3%	+ 4.6%
Golf Shop, Caddy and Committee Expenses		+ 4.9	+ 4.1	+ 4.5	+ 5.9	+ 5.5
Total Golf Expenses	%	+ 3.6%	+ 4.6%	+ 3.6%	+ 1.9%	+ 4.7%
Golf Fees and Admissions		+ 5.3	+ 7.1	+ 7.3	+ 2.8	+ 4.7
Net Golf Expense	%	+ 3.0%	+ 3.6%	+ 2.4%	+ 1.7%	+ 4.7%



# STILL GOING STRONG!!

## Month After Month Sales Increase

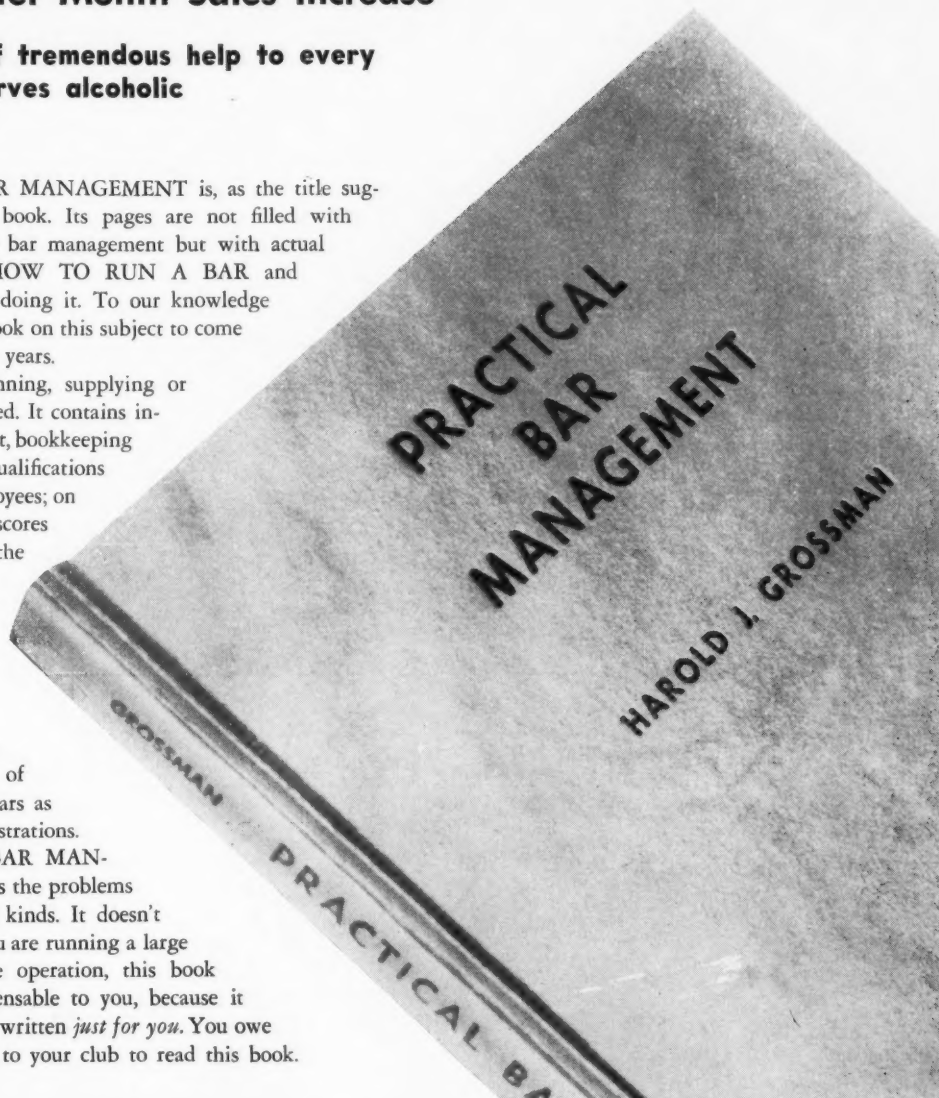
**Should be of tremendous help to every club that serves alcoholic beverages.**

PRACTICAL BAR MANAGEMENT is, as the title suggests, a practical book. Its pages are not filled with vague theories on bar management but with actual instructions on HOW TO RUN A BAR and MAKE MONEY doing it. To our knowledge it is the first textbook on this subject to come along in over 20 years.

No phase of planning, supplying or operation is ignored. It contains information on layout, bookkeeping and control; on qualifications and duties of employees; on stocking the bar; scores of recipes and the glass (illustrated) required for each. There are also

visual aids in the form of blueprints showing the layout of many successful bars as well as other illustrations.

PRACTICAL BAR MANAGEMENT covers the problems facing bars of all kinds. It doesn't matter whether you are running a large or small beverage operation, this book will prove indispensable to you, because it is a book that was written *just for you*. You owe it to yourself and to your club to read this book.



**THE AUTHOR:** HAROLD J. GROSSMAN is known to practically everyone in the business of public hospitality. His best selling book, GROSSMAN'S GUIDE TO WINES,



BRITANNICA. The author's background and experience make PRACTICAL BAR MANAGEMENT both profitable and easy to read.

SPIRITS & BEERS is now in its third revised edition. Experts have gone so far as to call it the "Bible" in its particular field.

Mr. Grossman is now contributing editor to SPIRITS, BAR MANAGEMENT, PACKAGE STORE MANAGEMENT and THE MONOPOLY STATE REVIEW. He is retained by the National Association of Alcoholic Beverage Importers to lecture at universities having restaurant and hotel courses. He is also the author of articles in the newest edition of the ENCYCLOPAEDIA

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# WINE Pressings

by Henry O. Barbour

## The Wines of California—IV

Last month I discussed the two opposing concepts of naming wines: the generic or geographically-derived, and those based on the grape type. The following list shows the principal equivalent wine types to the European place-names.

### Generic Varietal Wines White Wines

Chablis—Pinot Chardonnay  
Pinot Blanc  
Graves—Sauvignon Blanc  
Dry Semillon  
Rhine—Johannisberger Riesling  
Alsace—Gewurtztraminer  
Sauternes—Sweet Semillon  
Rose Wines  
Loire—Gamay Rose  
Tavel—Grenache Rose

### Red Wines

Claret—Cabernet Sauvignon  
(Bordeaux)  
Beaujolais—Gamay  
Burgundy—Pinot Noir  
Chianti—Barbera

There are three principal reasons why European wines available in the U. S. are said by some to be better than American wines: volume, experience, economics.

### Volume

France, for instance, produces about 15 times as much wine as the United States. Thus, in the usual year at least 15 times as much good wine is offered for sale by Frenchmen as by our fine wine producers. Of course French laws, because they safeguard the quality of

the wine, probably increase the proportion of great wine over merely 'drinkable' wine.

### Experience

Grapes have been grown, and wine made in Europe, Africa and Asia Minor since long before the birth of Christ. Over these centuries, man has found that certain grapes grow best in certain soils with certain drainage, certain exposure to the sun, at certain latitudes with certain climatic conditions. Economics gradually has created a need to plant the poorer grapes in areas where they will produce large quantities of fair wines. At the same time, the grapes that produce the best wines have been assigned to those areas where their quality potential is realized to the fullest, usually at the expense of quantity.

As we have seen, grapes have been grown commercially in California for less than 200 years—in good quality and fair quantity for less than 100 years—and 15 of those years were wasted to prohibition!

Experience, too, has shown the Europeans that wines are better when handled in certain ways—aged without rushing in oak casks, bottled without excessive filtering, which results in a clearer, sediment-free wine at the expense of flavor and keeping qualities. The European wine buyer (and usually the American who is willing to pay the price) realizes this and expects some sediment and is also conscious that for maximum enjoyment, wine cannot be bought at 5:30 p.m. for consumption at 7 p.m. 20 miles away!

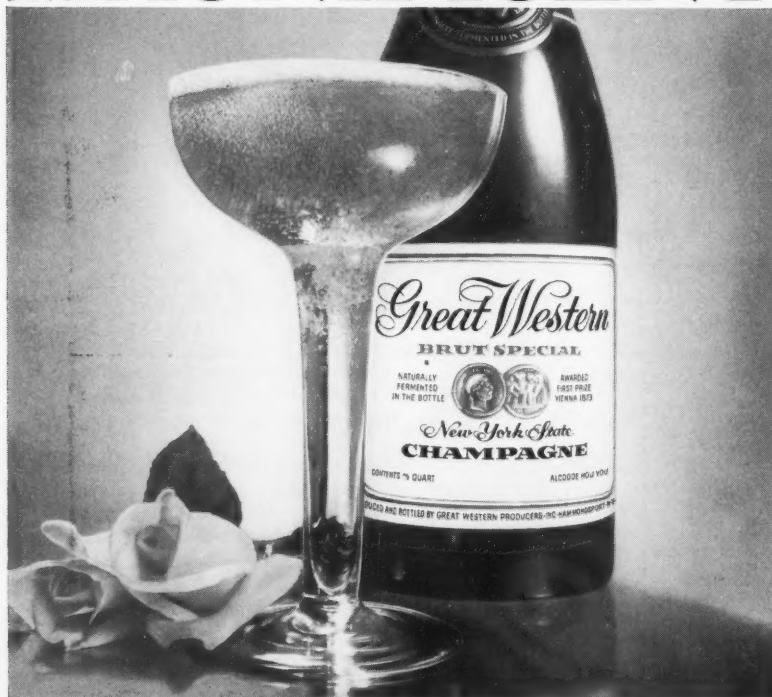
### Economics

Economic considerations play their part in the amount of good French wine available for export. The French could drink all the wine produced in continental France so demand causes the price of the better wines to rise to the point that it is too expensive for the man in the street. Because of this wine is imported from Algeria (where it is grown under climatic conditions similar to the great interior valley of California).

The best wine thus is expensive enough that the cost of shipment to Switzerland or the U. S. is a relatively small portion of the final selling price. Exported it is, for sale to those who expect to pay more for any imported item, and to those who can afford to pay more, period.

It has been said, and rightly so, that if you and I were willing to spend regularly the extra dollar or two that sepa-

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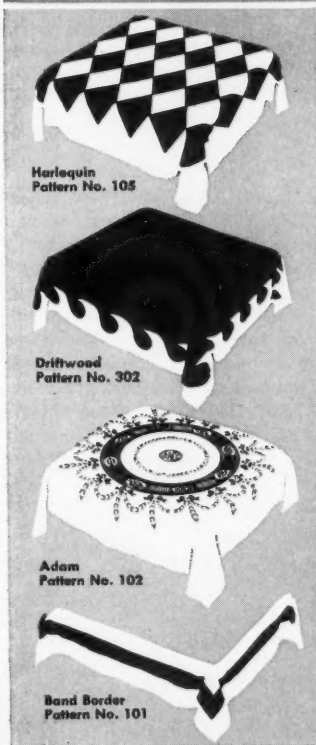
(Continued on page 49)

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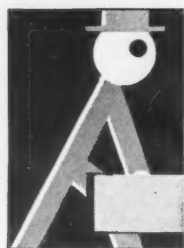
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_





## TRUMPING THE CLUBS

S. T. "Ben" Sheets, a former director of CMAA, has been appointed manager of the Algonquin Golf Club, St. Louis, effective November 1. He succeeds Christopher S. Murphy.

Mr. Sheets, who with his wife, Helen, recently completed a round-the-world trip, formerly was manager of Lake Shore Country Club, Glencoe, Ill., and before that managed the Evanston Golf Club, Skokie, Ill.

After attending the University of Cincinnati and Marion College in Indiana, Mr. Sheets began his career with the Clifty Falls State Park Hotel in Indiana. He also has had experience at Madison (Ind.) Country Club, Crawfordsville, (Ind.) Country Club and Meridian Hills Country Club, Indianapolis.

★ ★ ★

Jack D. Smith, formerly manager of Park Hills Country Club, Pratt, Kan., began new duties as manager of the Great Bend (Kan.) Petroleum Club, Inc., November 1. He succeeds Dale Reid, who became manager of the Beacon Club, Oklahoma City on the same date.

★ ★ ★



Judges of the first Salon of Culinary Arts held by the Texas Culinary Society September 25 in Dallas were, from left to right: Harold S. Osborne, manager, Columbian Club of Dallas; Carlton Lawler, president of Lawler Cafeterias and Catering; Miss Julie Benell, food editor of the Dallas Morning News; Royce Chaney, manager, Northwood Club, Dallas, and past president of CMAA; Louis Midler, secretary, American Culinary Assn. and the American

William F. Roulo, for many years manager of the Country Club of Detroit and the University Club of Detroit, died recently at his home in La Jolla, Calif., to which he retired in 1954.

Mr. Roulo was an active member of the CMAA. He was a regional director from 1948-1949 and national treasurer from 1938 to 1941. He is survived by his wife, Fern, living at 359 Mesa Way, La Jolla.

★ ★ ★

The Washington Athletic Club, Seattle, where CMAA President Kenneth E. Meisnest is manager, recently celebrated United Nations Day, especially appropriate because of the many countries represented by the club's employees. (Many, of course, are American citizens now).

The local paper featured the club employees of foreign extraction in a recent story pointing out that members of the staff represented such countries as France, Ireland, Italy, Albania, Malaya, Sweden, England, Philippines, Norway, Poland, Greece, Czechoslovakia, Belgium, Indonesia, Holland, Hungary, Spain, Finland, Canada and Germany.

★ ★ ★



Gifford H. Hampton, Jr.

Gifford H. Hampton, Jr., who has been general manager of the Fort Wayne (Ind.) Country Club since October, 1956, will become general manager of the Country Club of Buffalo, Williamsville, N.Y., on March 1, 1961.

Mr. Hampton succeeds Paul Maioli, who is retiring after 50 years of service with the club. Hector J. MacNeil, now manager of the Evansville (Ind.) Country Club, will replace Mr. Hampton at the Fort Wayne club.

Mr. Hampton, before going to Fort Wayne, was manager of the Elmcrest Country Club, Cedar Rapids, Ia., for six years, and before that was at the Elmwood Country Club, Marshalltown, Ia., Elks Country Club, Oelwein, Ia., and the Blackford Country Club, Hartford City, Ind. He is the son of a club manager and has been associated with the club business all his life.

★ ★ ★

Edwin Malone has been appointed manager of the Sombrero Yacht and Golf Club, Inc., Marathon, Fla., which is owned by Stanley Switlic. Mr. Malone formerly was general manager of the Spring Rock Golf Club, Spring Valley, N.Y.

Other clubs with which Mr. Malone has been associated, include Hillview Golf Club, North Reading, Mass.; Cresthaven Yacht and Country Club, Whitestone, N.Y.; and Appawamis Golf Club, Rye, N.Y.

★ ★ ★

Thomas Fox "Tom" Farley, formerly manager of Winged Foot Country Club, Mamaroneck, New York, has accepted the position of general manager of the Baltimore Country Club.

Mr. Farley also has been associated with the Larchmont (N.Y.) Yacht Club; Ridgewood (N.J.) Country Club; Hotel Biltmore, New York; and the Hotel Ambassador, New York.

Academy of Chefs from New York City (seated); and Mrs Shirley Jones Catter, assistant food editor, Dallas Times-Herald. In the "best of clubs" division, Manager Z. Pech and Chef Marcel Chabernaud, The Dallas Club, won first place. Manager Mack Ronk and Chef Stanley Bilonski, Dallas Athletic Country Club, won second, and Manager Josephine Baxley and Chef Victor Cavalier, City Club of Dallas, won third.

CLUB MANAGEMENT: DECEMBER, 1960



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Members of the U. S. team for the International Culinary Olympics, held in Frankfurt, Germany, October 2-7, are shown embarking on their trip at Idlewild Airport, N.Y. From left to right, they are: Paul Laesecke, managing director for the team and master chef for H. J. Heinz Co.; William W. Schmitz; Charles P. Finance, team captain and executive chef, Sheraton Palace Hotel, San Francisco; Charles Daniel, supervisory chef, Trader Vic's, San Francisco; Edmond Kasper, executive chef, Baker Hotel, Dallas; and Tony Achermann, executive chef, Olympic Country Club, San Francisco. The team won five gold medals and the gold grand prize competing against 11 other countries.



Credited with contributing greatly to the United States' victory in the fourth Culinary Olympics was this presentation of Rock Cornish Game Hen, boned and stuffed with wild rice, which was one of the hot dishes prepared by the U. S. team. The Rock Cornish Game Hens were developed at Jacques Makowsky's Idle Wild Farm in Pomfret, Conn.

★ ★ ★

Harold Mazzan, who has been assistant manager at Charters Country Club, Bridgeville, Pa., since September of last year, became manager of the club in September.

Mr. Mazzan succeeds the former Anthony Maurin, who held the post for the last 12 years until his death recently.

Mr. Mazzan was born in Pittsburgh and served in the Navy during World War II. Among other positions he was general manager and treasurer of the municipal airport in Billings, Mont.

★ ★ ★

Lorne A. Cameron has resigned as general manager of Sunset Ridge Country Club, Winnetka, Ill., to accept the position of general manager of Countryside Service Co., Lake Bluff, Ill.

In this position Mr. Cameron will direct the operation of Countryside Golf Club and three other divisions of the company. He will continue as

president of Golf Club Management Co., a club consulting and operating firm.

Mr. Cameron was succeeded at Sunset Ridge by Donald E. Edic, formerly with the Country Club of Detroit, Grosse Point, Mich. Mr. Cameron began in the club field as assistant manager to Mr. Edic at the Country Club of Lansing, Mich.

The Camerons wrote that they are looking forward to seeing old friends at the CMAA conference in Denver.

★ ★ ★

Expansion of Forsgate Country Club, Jamesburg, N. J., officially got underway October 17 with groundbreaking ceremonies, according to a report from General Manager Edward M. Burke.

The new addition is planned in keeping with the original New England design and will extend past the 18th green. New facilities include two banquet halls, a banquet cocktail lounge, golfers grillroom and kitchen for both the grill and banquet rooms. The present cocktail room will become a formal room and the dining room and kitchen will be renovated.

Eighteen additional holes are being designed parallel to the present golf course. There will be complete fairway watering on the first nine. Construction is scheduled for completion by early spring and the course by fall of next year.

★ ★ ★

Below is spectacular Marco Polo room, part of the Designs for Dining exhibit, created by William Pahlmann Associates, which was a crowd pleaser at the New York Hotel Show last month. At right, Senator Jacob Javits of New York presents the New York Coliseum Award to W. K. Seeley, general manager of the Exposition, in recognition of the show's outstanding position as an industrial and business exposition. The show, held November 14-17, featured a record-breaking 826 exhibits. The Designs for Dining exhibit included a snack bar, a game bar, a coffee shop, an executive bar, and an executive room as well as the Marco Polo room.

Leroy H. Strawhecker has accepted the position of manager of the Colonial Country Club, Harrisburg, Pa., succeeding David Civello, who had been with the club for the past three years.

Mr. Strawhecker formerly was director of sales at the Leamington Hotel, Minneapolis. He also has been general manager of the Belmont Manor Golf and Country Club, Bermuda, the Shackamaxon Golf Club, N. J., and several hotels. He was food and beverage director for the Ambassador Hotel, Los Angeles, where he supervised preparation and service for the reopening of the Coconut Grove Nite Club.

★ ★ ★

Joe E. Bowen, for the past four years manager of Sand Point Country Club, Seattle, has been named manager of the Glendale Country Club, Bellevue, Wash. Mr. Bowen, who is a 1930 graduate of the University of Washington, where he played varsity football, has been the field spot announcer at the Washington football games for a number of years. He received some of his early club management training at the Washington Athletic Club.

★ ★ ★





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Russ Canfield

Russ Canfield, formerly manager of Willow Brook Country Club, Tyler,

Tex., for six years, took over duties as manager of Oklahoma City Golf and Country Club the first of November.

Prior to his position at Willow Brook, Mr. Canfield was manager of Brae Burn Country Club, Houston, for five years; the Columbian Club, Dallas, for seven years; Abilene (Tex.), Petroleum Club, for one year; and was division manager, Community Public Service Co., Nocona, Tex. He was graduated from Texas Christian University, Ft. Worth.

★ ★ ★

Robert M. "Bob" Dorion, national director of CMAA and manager of Scioto Country Club, Columbus, Ohio, sent a copy of the club's President's Dinner menu bound in a gold cover. The dinner was held at the club September 27.

Featured on the menu was la petite marmite, Henry IV, la supreme de sole Anglaise, Armenonville and le coeur de filet de boeuf en crouste.

★ ★ ★

Don Haynes, has been appointed manager of the Alamo Club in the Granada Hotel, San Antonio. Mr. Haynes formerly was convention manager in the Granada. A graduate of Cornell University, he has had more than 14 years' experience in the club and hotel field.

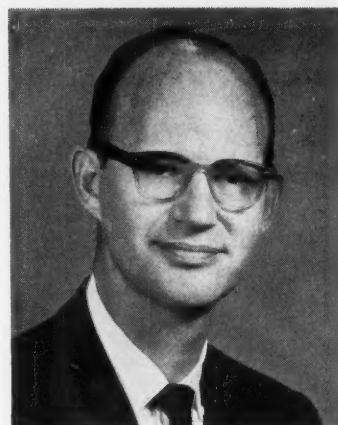
★ ★ ★

Greenhills (Ohio) Country Club held a going-away party October 16 for Manager Bill Long, who is leaving the club to become manager of the Bellefonte Country Club, Ashland, Ky.

Members of the club presented a gift to Mr. Long in appreciation for his services to the club.

Charles Meyer, formerly assistant manager at Kenwood Country Club, Cincinnati, succeeds Mr. Long as manager at Greenhills.

★ ★ ★



Ray G. Martin

Ray G. Martin has been named manager of The Oaks Country Club, Tulsa, succeeding Charles H. Tabbut, who has become manager of Canyon Creek Country Club, San Antonio.

Mr. Martin was formerly manager of the Ponca City (Okla.) Country Club for four years. Prior to that he was manager for four years of Glen Lakes Country Club, Dallas, and for four years was assistant manager of the Dallas Athletic Club.

★ ★ ★

Charles H. Tabbut has been named manager of Canyon Creek Country Club, San Antonio.

Mr. Tabbut formerly was manager of The Oaks Country Club, Tulsa, and prior to that was manager of Oak Hills Country Club in San Antonio for six years. He has been in the club field since 1935 and is a former regional director of CMAA. Mr. Tabbut was instrumental in setting up the four-year course in club management at the University of Florida.

★ ★ ★



Thirty-eight club executives attended the CMI Workshop at Reed College, Portland, Ore., from September 26 to 28. In addition to a full schedule of classroom work, which ran each day from 8:00 a.m. to 5:30 p.m., extra curricular activities included an evening at Calude W. Galloway's Waverley Country Club, and "graduation exercises" aboard Portland's stern wheeler excursion boat "Maison Belle."



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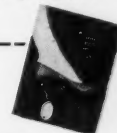
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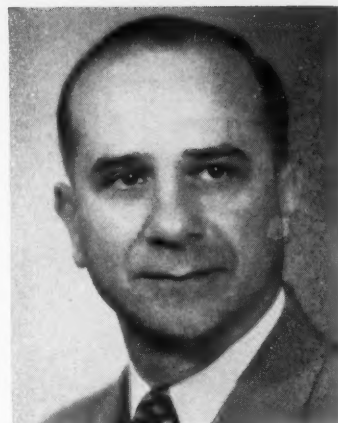
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 N. Y.  
 Chevy Chase Country  
 Club, Wheeling, Ill.  
 Saint Paul Athletic Club,  
 St. Paul, Minn.



Frank A. Macioge

Frank A. Macioge, former manager of the Kalamazoo (Mich.) Country Club, has been appointed manager of the Oakbourne Country Club, Lafayette, La.

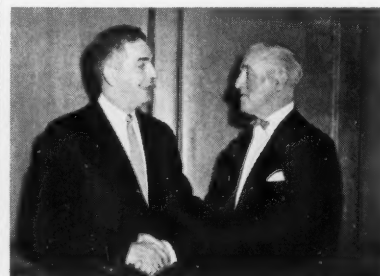
W. L. "Pete" Gillespie, formerly manager of Odessa (Tex.) Country Club for seven years, became manager of the Hobbs (N.M.) Country Club October 4.

For several years Mr. Gillespie owned a youth recreation center in Ruidoso, N. M., the Play Center Country Club. He was graduated from Texas Wesleyan College, Fort Worth.

★ ★ ★

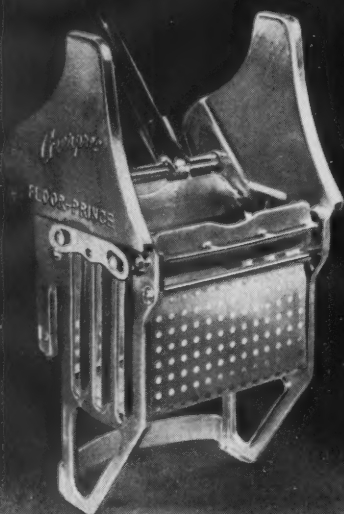
H. Lee Loudin, accepted the position of manager of Urbana (Ohio) Country Club, taking over his duties in September. Mr. Loudin formerly was manager of Bellefonte Country Club, Ashland, Ky., for two years, and before that was associated with Scioto Country Club, Portsmouth, Ohio, as maitre d'hotel.

★ ★ ★



James H. Parker (right), manager of the New York Athletic Club, welcomes Alfonso Salomone, manager of the Carib-Hilton Hotel, San Juan, Puerto Rico, at the club's recent Interlude Program. More than 1000 attended this event, including many dignitaries of the United States and Puerto Rico.

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Harvey H. Mann, manager, Westwood Country Club, Houston, and Robert Ehlers, the club chef, admire one of the recent creations of Chief Ehlers—an ice sculpture for a seafood buffet.

The Downtown Athletic Club, New York, where Richard H. Kirwan is general manager and Clyde Squires is assistant general manager, celebrated its 30th anniversary this year.

In connection with the celebration, the club put out a 30th anniversary issue of its magazine, the DAC Journal, which in 1958 was awarded a plaque for the best individual club publication accepting advertising at the CMAA convention.

The 100-page anniversary issue gives the club officers, roster of 30-year members, a descriptive article on New York, a picture story of the club, athletic awards and events history, pictures from some of the club parties, pictures and history of 30-year employees of the club and a business directory of members.

★ ★ ★

Mr. and Mrs. D. A. Haworth, formerly managers of the Oakley (Kan.) Country Club, became managers of the Warrensburg (Mo.) Country Club September 15. They succeeded Mr. and Mrs. Barker at the club. The Haworths have spent several years in the club field.

★ ★ ★



Walter F. Schrott, left, general manager of The Standard Club, Chicago, who was elected a Chevalier-Maitre de la Confrerie de la Chaine des Rotisseurs of France, receives his new honor from Paul A. Spittler, Chancellor du Bailliage for the U. S. Mr. Spittler came from New York to preside over the ceremony at the inaugural banquet of Illinois Chapter held at the Drake Hotel, Chicago.



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Clifford J. Halstead, formerly manager of the La Jolla (Calif.) Country Club and the Candlewood Country Club, Whittier, Calif., has been appointed manager of the Las Posas Country Club, Camarillo, Calif.

Mr. Halstead succeeds George De-Backer, who left the club to become general manager of a new shopping-amusement center in the area.

★ ★ ★

James C. "Jim" Collins, former manager of Morris Park Country Club, South Bend, Ind., died unexpectedly October 20 of a coronary occlusion. Mr. Collins was a member of CMAA. He is survived by his wife, Mae.

The Detroit Athletic Club, where Richard H. Campbell is manager, has started a Sunday schedule designed to cater to members coming from church and those going to the Lions' football games.

The schedule starts with breakfast served from 8 to 11 a.m.; then brunch from 11 a.m. to 4 p.m.; and buffet from 4 to 8 p.m. The middle of October the club also began a series of "pot luck" evenings.

★ ★ ★

Angelo Spigarelli has been appointed manager of the Park Ridge (Ill.) Country Club.

The Tough Club, New York, where Philip C. Beyer is manager, celebrated its 95th anniversary October 15 with a ball held at the Astor Hotel. Five generations of businessmen have found sanctuary in the metropolitan club, which has a membership of 790.

The club occupies a five-story brownstone building on West Fourth Street. It was founded in 1865 by Simon M. Sharp, an accountant, who with a few friends named it the Topf Club (after the German word for cooking pot) but the name soon was changed to clear up frequent mispronunciation. Until a few years ago each Friday night 50 gallons or more of clam chowder was cooked in a great iron pot. The ingredients included 3000 soft clams, 12 pounds of soda cracker dust and a bushel of red onions. Though the pot no longer is used to prepare delicacies at the club, it remains, symbolizing solidity and strength, as do the heavy tables and chairs of the decor.

★ ★ ★

Dale Reid, formerly manager of the Great Bend (Kan.) Petroleum Club, Inc., Great Bend, became manager of the Beacon Club, Oklahoma City, November 1.

★ ★ ★

Harold G. Madden, formerly at the Detroit Yacht Club, has been named manager of the Kalamazoo (Mich.) Country Club, effective December 1. He succeeds Frank Macioge, who has become manager of Oakbourne Country Club, Lafayette, La.

★ ★ ★

Gilbert Dupras, 70, died at his home, 603 Live Oak St., New Smyrna Beach, Fla., September 24 of a heart ailment.

Mr. Dupras was manager of the Yorick Club, Lowell, Mass., for over 35 years until he retired in 1950. He was a charter member of the 25-year-club in CMAA.

Mr. Dupras is survived by his wife, Addie M.; a son, Frank L., Indianapolis; and a daughter, Mrs. Clay Dillon, Dallas.

★ ★ ★

Jerome Moenter was named manager of the Delphos (Ohio) Country Club, and assumed his duties in September. Mr. Moenter had been caretaker of the club for the past two years and a teacher at Ottoville (Ohio) High School.

Plans were to start construction on an addition to the clubhouse in October.

★ ★ ★



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General Manager Jack J. Rosemond, Valdosta (Ga.) Country Club, has been getting publicity on several scores in the local news columns. On October 1 Mr. Rosemond staged a 15-mile golf marathon to launch the United Fund campaign in Valdosta. He chalked up 144 strokes during the trek from Twin Lakes to the 18th hole of the country club along U. S. Highway 41, walking about four miles an hour.

The point of the marathon was for people to guess how many strokes it would take Mr. Rosemond to cover the 15 miles. Boy Scouts riding in a bus accompanied the manager, and collected donations from the crowd. The mayor and city manager acted as caddies for Mr. Rosemond. Fire engines, state patrol cars, newspaper

representatives, and photographers followed the procession.

Mr. Rosemond has several tournament victories to his credit, winning the Asheville Invitational in 1948, the Charleston, S. C., tournament in 1949 and coming in second low amateur in 1956 in the Greensboro Open.

Mr. Rosemond also directed the club to the winning spot in the Campbell's Soup Contest in competition with 1600 other clubs throughout the nation. He recently received a congratulatory telegram from *Sports Illustrated* announcing the award. As the prize Arnold Palmer, Sam Snead or Ken Venturi will make an exhibition appearance at the club and Mr. Rosemond will receive four free tickets to any athletic contest in the country, all expenses paid.

Gunter Weihe assumed duties as manager of the Wichita (Kan.) Club November 10.

Mr. Weihe was associated with the Kansas City Club for two years under the management of Harry Fawcett, author of CM's Food Topics column. Before taking the position at the Wichita Club, Mr. Weihe was manager of the Prairie Club, in the same city. He has been associated with resorts and hotels in Germany, France, Italy and Switzerland and attended the hotel and cuisine school in Luzerne, Switzerland.

★ ★ ★

Everett Conover, manager of duPont Pennsgrove Country Club, Penns Grove, N. J., died September 15 according to a report received from the CMAA office. Mr. Conover's wife, Sarah H., predeceased him July 19.

★ ★ ★

Congratulations are in order for Mr. and Mrs. Jerzy Zawisza, University and Whist Club of Wilmington, Del., for the birth of a boy September 18.

★ ★ ★

Max Goldner has been named manager of the Prairie Club of Wichita. He formerly managed officer clubs at Fort Sill and Tinker Field, Okla.



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Vol. XVI

December, 1960

No.9

## Dear CMAA Member:

The subject of by-laws is pretty dry stuff but also very important, so please read on—and read on carefully.

CMAA has been growing steadily over the years, not only in total membership, but also in services to its members and their clubs. In dollars the return on your dues investment continues to bring forth a greater percentage of return in educational features and in services through your national office.

Article II of the CMAA constitution is nicely set up in the beginning of our year book: "Object of the Association: To promote and advance friendly relations between and among persons connected with the management of clubs and other associations of similar character—to encourage the education and advancement of its members and to assist club officers and members through their managers to secure the utmost in efficient and successful operation."

The by-laws of CMAA have grown with your association year by year as the need for changes occur. Amendments or repeals may be proposed by the board of directors or by any chapter, and filed with the executive secretary; or by any member and filed with the by-laws committee for consideration.

Ours is a national association, in fact international, and any recommendations made should, therefore, be for the advancement of all and not made on a sectional basis.

Your by-laws committee will have its report and any recommendations to you prior to conference time. An interim report might be that there may be some "manicuring" for clarification purposes and submission to you for your approval or disapproval of any recommendations submitted by any chapter or your board of directors.

What you can get out of your national association and your local chapter to further your personal advancement in the field of club management is brought about by your personal participation in its affairs and services.

Participate—and read your By-Laws.

Promulgate better club management through participation.

Profit through active association participation.

Promote your local chapter and CMAA.

Merry Christmas and Happy Holidays,

FRED H. HOLLISTER, Chairman

By-Laws Committee

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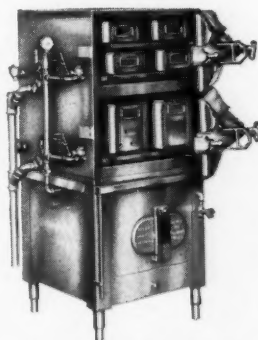
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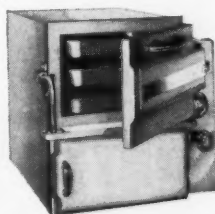
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Country Club, Oak Hill.

**NEWS OF THE  
CHAPTERS**

**Tidewater-Virginia**

*Reported by Roy M. Niel Jr.*

Harry Forsythe, regional director of  
CMAA, spoke at a combined meeting  
of the chapters held early this fall in  
Virginia Beach.

Carrol Sutherland was host at his

At a combined Tidewater-Virginia chapter  
meeting, held early this fall in Virginia Beach  
were, from left to right: Mr. and Mrs. Anton  
T. Clark, and Mr. and Mrs. G. E. "Jelly" Left-  
wich, Downtown Club of Richmond. Mr. Clark  
is president of Tidewater Chapter and Mr.  
Leftwich of Virginia Chapter.



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club, the Oceana Officers Club, for cocktails and dinner the first day. The next day members enjoyed golf at the Princess Anne Country Club, with Roy Niel as manager-host. In the evening there was a business meeting and dinner at Cape Henry Club, Sir Walter Hotel, with Frank Hodgkins as host.

Mr. Forsythe recently became manager of Druid Hills Golf Club, Atlanta, so has left our area.

## Ohio Valley

Charles E. Menges, Indianapolis Athletic Club, was re-elected secretary-treasurer of the Ohio Valley Chapter and appointed official chapter delegate to the forthcoming Denver conference, in action taken at the chapter's meeting in Louisville October 23 and 24.

C. Maurice Corya, manager of the Indianapolis Athletic Club, continues as chapter president. Directors elected included Charles R. Talbott, Lafayette (Ind.) Country Club; Russell F. Davidson, Harmony Landing Country Club, Louisville; Gabriel M. Mitterbach, Kenwood Country Club, Cincinnati; Thomas L. Slaughter, Broadmoor Country Club, Indianapolis; and David W. Haller, Winding Hollow Country Club, Columbus.

The election took place at the meeting held October 24 at the Big Spring Golf Club with John Peterson as host-manager. Mr. Davidson was co-chairman for the two-day meeting.

CMAA President Kenneth E. Meisnest, Washington Athletic Club, Seattle,



Five directors were elected at the Ohio Valley Chapter Meeting held October 23 and 24 in Louisville. From the left: Thomas L. Slaughter; Gabriel M. Mitterbach; Charles E. Menges, re-elected chapter secretary; David W. Haller; C. Maurice Corya, who continues as chapter president; Charles R. Talbott; and Russell F. Davidson.

attended the meeting and spoke briefly on CMAA efforts to reduce the dues tax from 20 to 10 per cent. He urged managers everywhere to contact their congressmen-members and help to pass a bill in the next session of Congress to effect the reduction.

At the meeting also was Steffen Diamant of the Chicago Chapter to urge everyone going to the Denver conference to "get on the wagon train" forming in Chicago (for more details on this see story elsewhere in this issue as well as last month's issue).

Four new members were elected at the meeting, support for a national director to be elected at the conference was discussed, and the April or May meeting (the January meeting will be



Stitzel-Weller sponsored the Ohio Valley luncheon October 24 at Big Spring Golf Club, Louisville. From the left: James D. Callaghan, S-W advertising manager; CMAA Director Robert M. Dorion, Scioto Country Club, Columbus, Ohio; CMAA President Kenneth E. Meisnest, Washington Athletic Club, Seattle; and Norm Hayden, S-W representative.



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Hosts for the Ohio Valley Chapter meeting in Louisville, from the left: John M. Peterson, Big Spring Golf Club; V. Graham Wright, Pendennis Club; Russell F. Davidson, Harmony Landing Country Club; and Elmer G. Greene, Wildwood Country Club.

held at the conference) was scheduled for Lexington, Ky.

Socially the managers and their wives were treated to a series of events starting with a party and buffet dinner at Wildwood Country Club with Elmer Greene as host-manager. The evening (October 23) included refreshments, dinner and dancing. The next day John Peterson hosted a luncheon party at Big Spring with Dr. William Keller, a professor at the University of Louisville, as speaker. Stitzel-Weller Distillery was the sponsor.

Climaxing the social side of the meeting was the outstanding formal dinner-dance at the Pendennis Club staged by Manager V. Graham Wright and sponsored by Brown-Forman Distillers. The evening included cocktails, hors d'oeuvres and a reception for officers as well as dinner and dancing.—Johnson Poor



The Ohio Valley meeting in Louisville got off to a flying start October 23 at Wildwood Country Club where Elmer G. Greene is manager. From the left: Mr. Greene; Mrs. Robert L. Howard, wife of the club president; Mr. Howard; Mrs. Greene; and CMAA President Kenneth E. Meisnest.

## New England

Reported by C. C. Wallace

Gerald W. Lattin, professor at the school of hotel and restaurant management, Cornell, was guest speaker at the October 24 meeting held at the Algonquin Club, with Francis Vetter as host-manager. Mr. Lattin's subject was "Prescriptions for Personnel Headaches."



Gerald W. Lattin

Mr. Lattin has been a professor at Cornell since 1948 and published *Modern Hotel Management* in 1958. He has had many articles in publications in the field and has spoken at conferences, workshops and seminars.

## Metropolitan

Reported by J. A. McCabe,  
Secretary

Members of the Metropolitan Club Managers Association met at Glen Head (L. I.) Country Club on October 10 as guests of Manager William E. Ellis. President William Birner, Sunningdale Country Club, Scarsdale, presided.

Two prospective members, Richard F. Kirwan, Broad Street Club, and Edward Zeller, Brentwood (N. Y.) Golf & Country Club, were introduced, as was Guest Tony Mele, St. George's Golf & Country Club, Stoney Brook, L. I. Three job openings were an-

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Iowa Tall Corn Chapter members and wives enjoy the September 26 meeting and steak fry, held at the Wakonda Club, Des Moines.

## Iowa Tall Corn

Reported by E. J. Ebmann

Frank Dowie, retired manager of the Des Moines Club, was awarded a merit citation by the chapter at the September 26 meeting held at the Wakonda Club, Des Moines. The plaque was presented to Mr. Dowie for his contribution and service in the club field.

Twenty-three managers and wives attended the meeting and seven new members were voted into the chapter.

After the meeting there was an outside steak fry with Ed Ehmann and Warner Wood as co-hosts.

## San Diego

Reported by Hal B. Serkovich,  
Secretary

A record number of managers, wives and guests (some 42) enjoyed a day of fun and relaxation at the Lazy H Sky Ranch Club with Tom and Midge Col-

by as hosts. A superb chicken a la Kiev dinner topped the day's activities.

In the golf tournament MacArthur Gorton was men's low winner; Esther Brollini had ladies' low; and Cliff Hancock and Bobby Strickland were Canaga winners.

Ray Strickland, University Club of San Diego, was elected president of the chapter to complete the term left vacant by the departure from this area of Frank O'Connell, at the September 27 meeting held at San Diego Yacht Club.

John Brollini, Commissioned Officers Mess U. S. Naval Station, was elected vice president, replacing Herbert Moller, who also has left the area, and Hal Serkovich, Cuyamaca Club, was elected secretary-treasurer.

William C. Myers, general manager, San Diego Athletic Club, was elected to membership. Mr. Strickland reported on the August meeting at Irvine Coast Country Club, held jointly with Southern California Chapter.

The chapter gave a vote of thanks to James Wood, host for the meeting, for his fine meal and hospitality.

## National Capital

Reported by Raymond J. Kyber,  
Secretary

Mrs. Julia Montgomery of Ferris and Co., New York stock brokers, spoke at the October meeting held at Norbeck (Md.) Country Club with Ray Kyber as host-manager. Mrs. Mont-



Jorgen Anderson, Pioneer Club, Lake Charles, La., recently was elected president of Pelican State Chapter.

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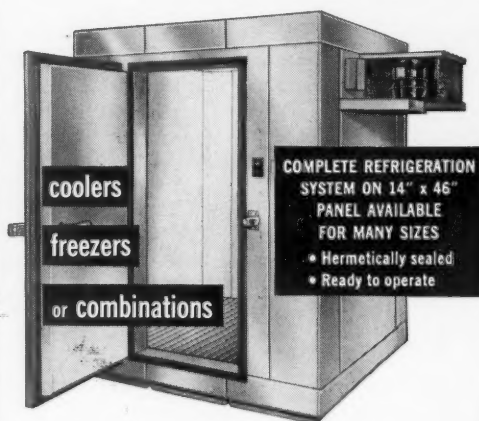
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gomery spoke on small investment groups. This was one of the best-attended meetings of the year, witness to the interest in the discussion subject.

## Illini

*Reported by Betty Long, Secretary*

Mr. and Mrs. William Gibbons, Timber Lake Country Club, Peoria, were hosts for the September meeting of the chapter.

The southern boundary line of the chapter and the Presidents Annual Report form from the CMAA were accepted. Final arrangements were made for the regional meeting held November 21 at the Decatur Club.

Williams Gibbons, Timber Lake Country Club, Peoria, was elected president of the Illini Chapter at a meeting held October 24 at the Pekin Country Club, with Frank Grabner as host.

Other officers chosen were: Paul Yelverton, Hannibal (Mo.) Country Club, vice president; Betty Long, Sangamo Club, Springfield, secretary-treasurer. Directors are: Charles Campbell, one year; Richard Pierceall, two years; and Tom Pearson, three years.

The nominating committee consisted of Robert Guynn, James Sherertz and Mr. Grabner.

## Evergreen

*Reported by J. F. McCarthy*

The October 26 meeting of the Evergreen Chapter was held at the Seattle Golf Club with Al Flett as the host.

After President H. G. "Bud" Goode called the meeting to order there was a reinstatement of the membership of Carl Winter, manager of the Harbor Club. Miss Ruth Peach led a discussion of the geographic boundaries for the chapter.

It was decided to solicit advertising for the conference issue of CLUB MANAGEMENT, and the Denver conference was discussed with several members indicating they would attend.

Floyd Buchanan, executive secretary of the State Federation of Clubs, was present to discuss the 26th annual meeting in Spokane and the club operations work shop being held in conjunction with it.

The next meeting was scheduled for November 29 at the Artic Club, and the annual Christmas party was tentatively scheduled for December 13 at the Rainier Club.

## St. Louis District

*Reported by Ray Kayser, Secretary*

A general business discussion and

social program headlined the regular monthly meeting of the St. Louis District Chapter held on October 18 at the University Club with Ray McGrath as host.

Several club problems were discussed during the business meeting such as taxes, billing for parties, etc. It was suggested that the subject to be discussed at the next meeting be announced far enough in advance to give members an opportunity to prepare questions. Another suggestion was that a guided tour of each club should be conducted before the business meeting.

An excellent Chateaubriand steak dinner with boquets of potatoes and fresh vegetables was a fitting climax to a fine evening.

The next meeting will be the president's dinner and election of officers December 9 at Sunset Country Club.

## Pittsburgh

*Reported by Lynn Bauter, Secretary*

A round table discussion, moderated by Michael Derkacz, on the new wage ruling for female employes was a highlight of the October meeting held at Fox Chapel Golf Club, with Mr. and Mrs. Nicholas Melle as hosts.

There also was discussion concerning sponsorship by the chapter of the CMI Workshop.

Members enjoyed golf in the after-

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noon with refreshments served before a fine dinner.

A general business meeting of the Pittsburgh Chapter was held at the Alcoma Country Club on September 19 with Mr. and Mrs. Charles Vernon as hosts.

William Dornetto, manager of Highland Country Club, was elected to membership, following which John Polansky suggested that Pittsburgh host a CMI workshop in 1961. National Director Charles Viviano was asked to check with the CMAA on chapter prospects and will report back later. It was announced that Pros. Palmer, Parks, Furgol and Worsham will play an exhibition at Oakmont for the caddie scholarship fund.

Our November meeting was scheduled for St. Clair and the December meeting will be held at Youghiogheny.

## West Virginia

*Reported by R. B. Parker*

Inspection of the \$60,000 remodeling and redecoration job at the Black Knight Country Club, Beckley, W. Va., highlighted the fall meeting and luncheon of the West Virginia Chapter. Manager Robert Parker was host.

Present for the meeting were: Mr. and Mrs. M. W. Butterfield, Edgewood Country Club, Charleston; Mr. and Mrs. Sumner Kerry, Kanawha, South

Charleston; Mr. and Mrs. John L. Kirk, Meadowbrook Recreation Club, Charleston; Harry Santhis, Sleepy Hollow Country Club, Charleston, and guests Mr. and Mrs. Earle Netcher; Mr. and Mrs. Calvin Sizer, Guyan Golf and Country Club, Huntington; Mrs. Ruth Nicholson, Clarksburg Country Club; C. P. White, White Oak Country Club, Oakhill; Edward L. Charkey, Bluefield Country Club; and Mr. and Mrs. Parker.

## Albany Chapter

*Reported by R. L. Mitchell, Secretary*

Harold H. Hewitt, manager of the University Club, was elected president of our chapter at the October 14 meeting held at the Fort Orange Club, with William P. Eckert as host.

Other officers elected include Fred Ashworth, Mohawk Club, Schenectady, vice president; and Robert L. Mitchell, Edison Club, Rexford, secretary-treasurer.

Directors are Joseph Middleton; Duane Skinner, Albany Country Club; and Mr. Eckert.

Our meeting concluded with a discussion of the New York State minimum wage law, withholding tax regulations, and how they apply to club operations.

## Connecticut

*Reported by Grant M. Ruse, Secretary*

CMAA Executive Secretary Erward Lyon was guest speaker at our September 19 meeting held at the Chippanee Golf Club, Bristol, with Edmund N. O'Connell, host manager.

Mr. Lyon pointed out that there are five major reasons for joining the CMAA: people, profits, prestige, progress and protection. He quickly named other services that are automatically available to members, such as CLUB MANAGEMENT, newsletters, life insurance, optional insurance, year book, certificate, conference, workshops, accounting, publications, employment, contracts, legal and tax information, liason and reprints. He urged all interested in any of these services to contact him at the national office and pointed out that the CMAA has legal service the available to all members, as well as the Library of Congress from which to secure information.

James Diamond, Ridgewood Country Club, reported on the Club Manager's Day during the November 14 Hotel Exposition, and the social event which will follow the meeting. Members voted to sponsor a hospitality suite at a hotel near the New York Coliseum.

Two new members were elected, James W. Farrell, Jr., New Haven

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Peninsular Chapter meeting at Kalamazoo Country Club.



Lawn Club, and Edward J. Drew, Quinnipiack Club, New Haven. Introduced were two prospective members, Richard Bush, Shorehaven Country Club, Norwalk, and Paul Doyon, Darien Country Club. Sydney Duck was welcomed back to the chapter.

The October meeting was held at the Riverside Yacht Club with Grant M. Ruse as host-manager. George J. Fischer, Madison Beach Club, was re-elected president.

Other officers are James C. Diamond, Ridgewood Country Club, Danbury, vice president; Mr. Ruse, secretary; and William Daley, Mory's Association, treasurer. Directors are Theodore Vignauz, John H. Bogrette, Jr., Joseph P. Tonetti, and Morton Mestel.

### Peninsular

Reported by Alfred Schiff

Frank Macioge's celebrated "Night in Italy" highlighted the October 24

meeting of the Peninsular Chapter held at the Kalamazoo Country Club, with 60 members and guests on hand for the program, which began with lunch at the club.

The afternoon was devoted to a conducted tour of the Brunswick Corporation plant to see and learn how institutional furniture is made. Our guide reported that the firm employs between 500 and 750 persons who turn out more than 6000 chairs, desks and other products a day.

In the evening following dinner, which featured many Italian delicacies, a formal business meeting was held with President Macioge serving as chairman. In quick succession the treasurer's report was submitted and accepted. Lee Warnock was elected to membership; Editor Wesley Clark of CLUB MANAGEMENT briefly outlined the method of selling purveyor pages for the conference issue in March; and the annual meeting was scheduled for November 28 at the Century Club in Mus-

kegon with Manager Walter Pattison as host.

All of us were saddened by the news that President Macioge and his wife, Harriet, are leaving Kalamazoo Country Club and the chapter area December 1 for Oakbourne Country Club, Lafayette, La., where he will become manager. In order to honor the Macioges a special party was held at the Athelstan Club in Battle Creek on November 7.

Guests for the evening, in addition to Mr. Clark, included Mr. and Mrs. L. R. Close, Mr. and Mrs. Francis P. Hamilton, Mr. and Mrs. Fred J. Nelson, Mr. and Mrs. F. Edgecomb, Mr. and Mrs. John Treuhart, Mr. and Mrs. Fred Tenover, Mr. and Mrs. Carl Ranno of Seagrams, and Skip Pattison.

### New York State

Reported by Stewart E. Brace,  
Secretary

Richard C. Gibbs, Lancaster Coun-

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try Club was re-elected president of the chapter at a meeting held October 3 at Mr. Gibb's club.

Other officers re-elected were: William Van Lierop, Buffalo Athletic Club, vice president; Mrs. Louise Faucher, Century Club, Rochester, treasurer; and Stewart E. Brace, Orchard Park Country Club, secretary. Frank Pinkowski, LaSalle Yacht Club, Niagara Falls, was elected director for a three-year term.

John D. "Sam" Hayes was appointed transportation chairman for the Denver conference to be held January 25-29.

Members enjoyed hors d'oeuvres, refreshments and a delicious dinner before the meeting.

### City of New York

*Reported by Franklin S. Reynolds, Secretary*

The chapter held a meeting October 11 at the National Democratic Club with Norris Foster, manager, as host.

There was discussion on a recommendation to change the meeting date from the second to the first Tuesday of each month, but was voted to remain as it is.

Albert M. Deichler, Jr., reported on the Denver conference and the Chicago Wagon Train programs. Afterward there was a round table discussion at which each manager gave a short report on business in general at his club.

### Southern California

*Reported by Frank T. Sherwood, Secretary*

The October 23-24 meeting of the Southern California Chapter was held in Palm Springs with 38 members and wives attending. Hosts for the two-day affair were Mr. and Mrs. Ed Schill, Thunderbird Country Club; Mr. and Mrs. Harry Drewery, Tamarisk Country Club; Mr. and Mrs. Herb Siemsen, Smoke Tree Ranch Country Club; and Mr. and Mrs. Wm. Daugherty, El Dorado Country Club.

Highlights of the meeting included a party and dinner at Tamarisk Country Club, breakfast at the Thunderbird, luncheon at Tamarisk and a dinner-dance at Thunderbird.

### San Francisco

*Reported by Joseph E. Castillo, Secretary*

The San Francisco and Bay Area Chapter held its September meeting at the Los Altos Golf and Country Club with Isabelle and Joel Brown as hosts. This outing to which wives are invited has become one of our favorite annual affairs. Several members played golf in the afternoon.

Our October meeting was also a "ladies-invited affair" and this time we were entertained by Claire and Roland Curtola at the Castlewood Country Club, Pleasanton. Delicious hors d'oeuvres preceded an outstanding dinner.

New members added to the chapter roster are: William Morrison, Silverado Country Club, Napa; Roy Shankel, Del Rio Country Club, Modesto; and Ernest Friez, St. Francis Yacht Club, San Francisco.

### New Line

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## Propose Merger of O-K, Mid America Chapters

At a meeting held October 17 at the Petroleum Club, Wichita, Kansas, a committee composed of members of the Mid America and O-K chapters proposed a merger of the two chapters subject to approval of each group. Named for the combined chapter would be "Heart of America."

If the merger is approved (and Lynn W. Markham, Petroleum Club, Oklahoma City, and chairman of the committee, told CLUB MANAGEMENT that the two chapters were in complete accord), the membership would total 62-19 from Mid America and 43 from O-K.

Boundaries for the new chapter would be the same as now encompassed by the present groups, and meeting cities would include Tulsa, Oklahoma City, Wichita and Kansas City.

Other details hammered out by the committee included finances, appointment of directors and a distinctive crest for the new chapter. If approval is made, the new charter will be presented at the Denver conference in January.

The committee also proposed the name of Mr. Markham as a candidate for a CMAA director, to be elected in Denver.

Others on the committee included Robert Benish, Oakwood Country Club, Kansas City; Robert Thompson, Carriage Club, Kansas City; Wayne Vanderpool, Rolling Hills Country Club, Wichita; Ed Driscoll, Mission Hills Country Club, Kansas City; and Earl Kauffman, Tulsa Country Club. Mr. Kauffman was unable to attend the meeting and was represented by Harold Roach, Petroleum Club of Wichita. ■ ■

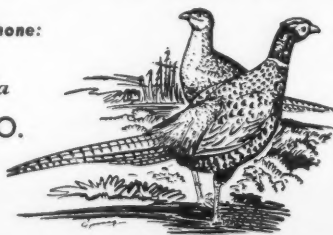
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## Wine Pressings

(Continued from page 24)

rates a well-aged varietal wine of California from the more expensive, mature French wine of good (not best) pedigree, we could enjoy a better bottle of wine—from California.

At the present time there is little encouragement for the California grower to make an outstanding bottle of wine for it, like an outstanding dinner or an outstanding car, costs money—proportionately more money than a good meal or automobile!

We, as consumers, hold the key to finer wines from California—first, if we would stop demanding a complete line of California wines bearing the same name, unless it were a jobber's or bottler's name (such as Barton and Guestier, Sichel and Sons, Caves Maxim's for European wines). Experience has taught the Europeans that only one, or at the most two kinds of quality wines can be produced by the same man on the same property. For "one stop service", the average cafe proprietor in France looks to a bottler, who selects the wines from many vineyards and producers and either has the producer bottle it with the bottler's label or bottles it himself.

Thanks to prohibition, there are no major bottlers of California wines, for in the '30's the growers wished to eliminate the middleman and sell directly to the wholesaler, who in turn demanded a complete line of red, white, aperitif and dessert wines. To furnish such a variety, grapes were planted that were not suited to the soil and the location. The result: large quantities of poor, or merely fair wines.

One of two of the old houses refused to yield to this economic pressure and today are in the forefront of fine wine production in California.

Despite all these problems, California wines are equal to or surpass those of European, dollar for dollar.

To prove to yourself, arrange a small, blindfold tasting of good California varietal wines, versus three- to five-dollar bottles of European origin. You, too, will say "California produces fine wines."

*This month's Merchandiser: Again we urge the inclusion of a bottle of champagne (for four persons) in the price of the New Year's Eve party. Place a good bottle on the table as members arrive. Instruct the waiters to suggest champagne when the first bottle is gone, at a price that is no more than twice the cost. Make New Year's Eve the night your members really discover all the fun in the bubbles. ■ ■*

### For Club Parties

An unusual and colorful feature for club cocktail parties and dining is the Japanese hibachi charcoal stove which currently is becoming popular.

Adaptable for club porch, patio or in a well ventilated dining area, the hibachi offers charcoal cookery with an Oriental slant. The charcoal brazier can be used for heating hors d'oeuvres and grilling main dishes. It is portable, made of cast iron and polished steel top with matching hardwood handles and base, and comes in various sizes. It burns ordinary charcoal like a standard outdoor grill, and it has been found that a quick and safe way to light the charcoal briquettes is with Sterno Canned Heat Fuel.

#### AVAILABLE

Man and wife to take over the operation of food service and relieve club of that responsibility. Can furnish excellent references and proof that arrangement is workable and satisfactory for all. ADDRESS: Box 49-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.



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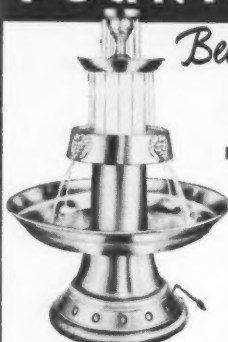
*Brut Champagne*

FREE—News on wines and recipes. Write Almadén Vineyards, P.O. Box 906, Los Gatos, California





## ELECTRIC RECIRCULATING FOUNTAINS



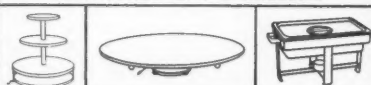
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### ASSISTANT MANAGER WANTED

Midwestern country club of 450 in Metropolitan area wants a man who knows good food service and is able to train and supervise waitresses in proper service. Year around position. Write resume of experience and salary expected to: Box 48-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### ASSISTANT MANAGER— or MANAGER SMALL CLUB

Over eight years city and country club experience. Also graduate hotel training school. Age 33, single. Presently employed. Desire change. Location immaterial. Complete resume of qualifications on request. ADDRESS: Box 42-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### POSITION OF MANAGER

for Country Club in Philadelphia area will be available early 1961. 500 member club now building new \$1,500,000 facility. Only applicants with proven record of achievement and good character will be considered. Write in confidence giving complete details in first letter. ADDRESS: Box 43-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### CLUB MANAGER AVAILABLE

General manager of country club. Now employed. Young, single, good appearance and personality.

Thoroughly experienced to take full charge of club operation. Excellent background in food and beverage, purchasing and planning of fine foods and party arranging.

If desired, own European trained chef available.

ADDRESS: Box 44-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### CLUB MANAGER WANTED

Country club in Illinois with membership of over 400, desires services of well qualified manager. Must be neat and reliable. 18 hole golf course, swimming pool. No living quarters. Send a picture, details of qualifications and experience. Interview will be granted to all answering this advertisement. ADDRESS: Box 45-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

## Cycle Menu

(Continued from page 15)

together with the number of each item sold, on a screen by means of a Delineascope. It immediately becomes apparent which items need replacing or rewording. By reviewing several days' menus at a time, other weaknesses can be corrected also. For instance, "Tossed Green Salad" appeared too often on dinner table d'hote menus.

Appetizers and desserts were scrutinized more closely and the combined creativity of the committee helped to put new sparkle into these menu sections. A la carte items are changed infrequently, usually once or twice a year.

Has our experiment proved successful? YES. Here are some of the advantages we've found:

Our buyer can plan ahead and make more intelligent purchases.

Menu dishes repeat with the same menu items so popularity indexes can be set up. This enables us to forecast production more accurately and to predict sales of each food dish.

We are better able to keep track of good selling dishes or unusual items which otherwise often become lost or are used infrequently.

There are pitfalls to avoid with a cycle menu. It's easy to become complacent—and as a result, stagnant—with a menu. The menu must be viewed as a start but by no means the finish. It must be subject to change and under constant review.

The leftover problem, although not as great due to better planning of production, is by no means cured. We leave one or two places open, such as our evening "Grill-Special," in which we can make use of leftovers.

We have not heard a single complaint from a member to indicate an awareness of our using the 21 day cycle. This bears out our feeling that a cycle menu if used wisely, rather than subtracting from quality, actually improves the food operation. ■ ■

They  
naturally do  
...prefer  
Leroux



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de  
MENTHE  
green  
and white  
60 proof

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1220 Spring Garden St., Philadelphia, Pa.

### AVAILABLE ON ONE MONTH'S NOTICE

Club manager with over 25 years of successful club operations seeks position as manager in Florida. At present managing a large club with 2,500 members. Thoroughly experienced in all phases of operations: Catering, internal controls, service and satisfying the membership. European trained, congenial and pleasant personality. No children. Best of references. ADDRESS: Box 46-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### CLUB MANAGER

seeking new connection with city or country club. Can furnish references on excellent club management record, both European and American training. Married. Son in U. S. Army in Germany. ADDRESS: Box 47-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

FOR LUXURY DINING—LAND, SEA OR AIR,  
NO FINE MEAL IS COMPLETE WITHOUT

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## Off Premise Business

(Continued from page 17)

our best consideration. The dry champagne is labeled "Brut", Extra Dry" means not too dry, and "Sec" means sweet. Serve champagne chilled but not overly cold . . . it loses all its flavor. Champagne is usually drunk with dessert but sometimes have it served throughout an excellent dinner. You will find it most enjoyable.

When planning wine with your meals, serve drier wines before the sweeter, and the younger before the older. Serve always white wines with fish and red wines with red meats and cheese. Sweet white wines are served with desserts and fruits. And finally, remember that white wines should be served chilled and red wines ALWAYS at room temperature.

We also included a vintage chart giving a numerical value to indicate the quality of the wines for each year from 1937 to 1959.

As is shown by the percentage of sales I gave earlier, the addition of this "off premise" package liquor business has been quite a boon to our beverage operation. Our wine sales are on an increase, and I am optimistic about future beverage sales with this additional operation. ■ ■

## NAMES IN THE NEWS

William Liddell, president of the Wm. Liddell & Co., Irish linen manu-



facturers of Belfast, Northern Ireland, died in Belfast on October 17. He was 60 years old.

Mr. Liddell, who became head of the company at the death of his father, Sir

Robert Liddell, in 1928, was particularly interested in the American market and Liddell linens have been sold to many clubs and other fine eating places in this country.

Fred C. Gambke, Sr., has been elected vice president-sales for Great Western Producers, Inc. Mr. Gambke, who will be in charge of sales for champagnes and still wines as well as Whyte & Mackay Scotch, has held

executive sales positions with a prominent importer and major distiller for the last 26 years.

B. Barry Lechner has been named an assistant national sales manager for Amstel Holland beer in a series of promotions and additions to the staff announced by Amstel American Corp. Sigurd K. Windseth, Robert Leonhardt and William J. Penney have been added to the New York staff and James Culligan, formerly of New York, has been given charge of mid western sales and transferred to Chicago. In addition, Irwin Connor has joined the company as a regional sales promotion manager. The appointments were announced by Sydney B. White, president.

Townsend M. Kelley has been appointed advertising manager of the Troy Sunshade Co. Mr. Kelley, who will be responsible for all phases of advertising and publicity for the company's furniture division, formerly was associated with Dayco Corp. as advertising production manager.

## Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

December, 1960

16—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during November, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for November, 1960, if more than \$100., payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended July 31, 1960.

31—Excise taxes: Tax on membership dues, initiation,

transfer, and assessment fees, admissions, and other excise taxes for November, 1960, if more than \$100., payable to an authorized depository. Return on Form 537.

January, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during December, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for December, 1960, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for fourth quarter of 1960.

Exempt corporations: Information return on Form 990 or 990-A, due from certain exempt corporations with accounting periods ended August 31, 1960.

31—Withholding tax and Federal Insurance Contributions Act tax: Return for fourth quarter of 1960 due and tax payable. Return on Form 941. Attach validated Forms 450 to return. Reconciliation return (Form W-3) for calendar year 1960 due and last day to give employe statement of tax withheld and wages paid for the calendar year 1960.

Unemployment tax: Return for 1960 due and tax payable.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for December, 1960, if more than \$100., may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for the fourth quarter of 1960. Otherwise, return for fourth quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to February 10, 1961.



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in size

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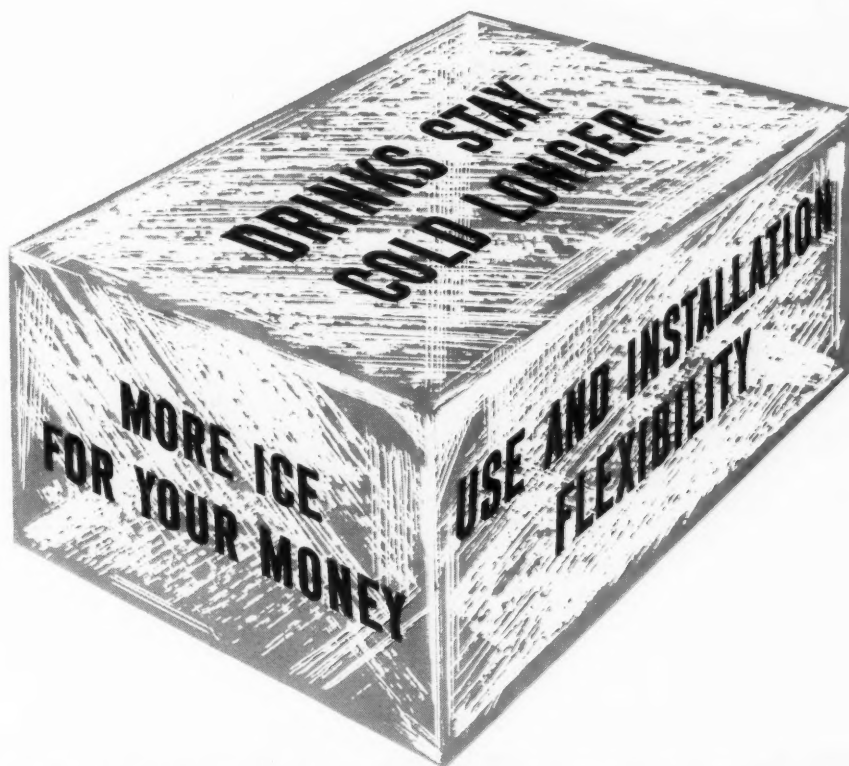
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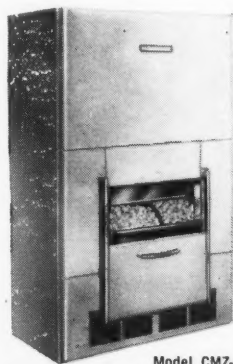


Ice cubes cost far less with a Frigidaire Ice Cube Maker—as little as 13¢ to 15¢ per 100 lbs. Check that against the price you pay for ice service now. And Frigidaire Ice Cube Makers give you ice when you need it, 24 hours a day, completely automatically.

Hard-frozen solid cubes and cubelets last longer, keep drinks zippy to the last sip. Frigidaire Ice Cube Makers give them to you just the way you want them— $1\frac{1}{2}$ " x  $1\frac{1}{4}$ " cubes or  $\frac{3}{4}$ " cubelets, thickness from  $\frac{1}{4}$ " slices to 1" crystal cubes (up to  $\frac{3}{4}$ " on Model CMZ-45).

Need giant capacity? Model CMZ-45 makes up to 450 lbs. of cubes per day—choice of cubes, cubelets, or both—stores them separately in exclusive optional "Twin-Bin." Need ice in several locations? Get enough smaller models to fit your needs. Model CMY-22A makes up to 220 lbs. of ice per day, Model CMZ-11 makes up to 110 lbs. They'll give you ice where you need it, speed service, help reduce traffic jams.

To freeze *your* ice costs and improve ice service, call your Frigidaire Dealer today or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.



Model CMZ-45  
Twin-Bin optional



Model CMY-22A



Model CMZ-11



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